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# Electrical Merchandising

THE MONTHLY MAGAZINE OF THE ELECTRICAL TRADE

July-1916

*In this Issue:*

How to Start a  
Merchandising  
Campaign

The Brass-Tack  
Brigade  
Meets Brown

An Idea-Journey  
Through an  
Up-to-Date  
Electric Shop

Estimating for an  
Office Building  
Contract

A Net-Price Book  
for the Jobber

Selling  
"Monday-Tuesday"  
Appliances

Ideas and Methods  
For the Jobber  
Dealer  
Contractor and  
Salesman

**20c a Copy**

McGraw Publishing Company, Inc.  
239 West 39th St., New York



**The First**

electric washing machine  
logically occupies

**The First**  
position in

**The First**

issue of  
Electrical Merchandising

**HURLEY MACHINE COMPANY**  
CHICAGO NEW YORK

## A Special Message Coming to You



## Look on the Front Cover Next Month

You will find on the front of this magazine next issue the latest news about reliable goods.

You will be offered something that will assist you in quick sales and in soliciting and completing wiring work.

You will be interested and helped by that announcement and so will every other salesman, dealer, contractor or jobber.

**Watch for the August Issue**

# General Electric Company

General Office:

Schenectady, N. Y.

Sales Offices in All Large Cities







Readers of  
ELECTRICAL MERCHANDISING  
who wish to keep in touch  
with the trade, commercial  
and engineering news of  
the industry, advances in  
electrical engineering and  
operating practice, and  
matters of central-station  
policy and sales manage-  
ment, are referred to the  
weekly *Electrical World*.



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HIS first number of ELECTRICAL MERCHANDISING gives everyone of the faithful who have been looking forward to seeing it a better idea than any amount of printer's ink previously used could give. It is not, of course, twelve numbers, but just one number. This first issue naturally cannot contain everything for everybody about everything. After you have looked it over, tell us what you think of it. Tell us particularly what you don't like about it, and, even more to the point, what you would like to see in it in the future.

We can talk to a few men, we can write to a few hundred, but we cannot get the ideas of the 15,000 to whom this particular issue will be sent unless each one makes himself an associate editor.

### Letters We Have Received

Because he is one of the contributors to this issue and has a chance, therefore, to measure up to his own standard, we will withhold the name of the man who wrote this letter. Our idea of a "sane, efficiently conducted clearing house of merchandising data" is just the same as his. Only, we shall never use the word "data" because that is a too useful engineering term.

"There is, I believe, an insistent demand among the commercial men in our industry for a magazine with a more human and intimate touch, a magazine devoted largely to the discussion of the practical problems of merchandising, written in plain, terse English, by recognized authorities, rather than by journalistic wind-jammers, and edited in the indomitable spirit of a captain about to lead his company into battle.

"I trust that you are about to put forth a magazine which will realize some of these requirements. The commercial organizations of our central-station companies are pretty well fed up on pseudo-inspirational literature, imaginative sales theories, and psychological bunk; what they would be glad to have is a sane, efficiently conducted clearing-house of merchandising data—a camp fire, if you please, around which they can gather and exchange those varied experiences which form such an important part in the education of salesmen.

"If this is what you have up your sleeve, I wish you good luck and good hunting."

Another letter, this time from a manufacturer whose name we shall withhold because we have not asked him if we could use it, reads this way:

"Four opportunities for your magazine are: "FIRST—Help the central station commercial man appreciate how ramified is the distribution of electrical merchandise.

"The commercial manager has no conception of the volume of electrical business being done by the hardware stores, department stores, contractors and in some cases the drug stores.

"SECOND—There is no standard practice in estimating the cost of doing business for appliance departments. As an example: No two central stations figure their rent on the same basis.

"You hear central station men tell how much their appliance department made. When analyzed they are giving you a false gross profit—never net. The only items they consider are the laid-down cost of merchandise, the direct clerk hire, and in some cases interest on investment. They ignore rent, depreciation, supervision, interest on the investment and the other items entering into the actual cost of doing business.

"THIRD—Good clerk service is the exception rather than the rule with the ordinary central station.

"Most appliance sales people are afflicted with the 'Public Utility Bug.' In many cases their salaries are not figured on the right

basis, and they more nearly resemble bank clerks than they do real sales people.

"FOURTH—There is a waste in the gross amount spent by manufacturers and central stations throughout this country for advertising and co-operative material.

"Your magazine can teach the appliance department how to utilize standard material to their own advantage, at the same time adding a touch of originality.

"The difficulty here is lack of knowledge and carelessness on the part of the interested parties."

Seen together, side by side, these two letters are interesting examples of point of view. If all our readers, however, decide that the purpose of a merchandising paper is to help them get business, we shall have no trouble in adjusting points of view.

## CONTENTS—JULY, 1916

Frontispiece—FLOODLIGHTING	Page 2
Editorial—THE OFF-SEASON ALIBI	Page 3
HOW TO START A MERCHANDISING CAMPAIGN	Page 4
BY EARLE E. WHITEHORNE.	
The Six Successive Stages in Every Sale That Goes to Make up an Appliance Campaign.	
HINTS FOR THE ELECTRICAL CONTRACTOR	Page 7
Ideas on Estimating, Stock-Keeping, Shop and Construction Methods, and Collections.	
AN IDEA—JOURNEY THROUGH A MODERN ELECTRIC SHOP	Page 9
For Every Dealer—Fourteen Pictures that Carry to You Definite, Practical Selling Ideas from the New Edison-Building Electric Shop of the Commonwealth Edison Company in Chicago.	
THE BRASS TACK BRIGADE MEETS BROWN	Page 14
BY FRANK B. RAE, JR.	
ESTIMATING A MODERN OFFICE-BUILDING WIRING JOB	Page 17
First of a Series of Articles for the Electrical Contractor by J. W. Hooley.	
SELLING FIXTURES TO HOTELS	Page 21
Going After the Summer-Resort Business—The Follow-Up Methods of a Boston Fixture House.	
"AMERICA'S ELECTRICAL WEEK" POSTER DESIGNS	Page 22
A NET-PRICE BOOK FOR THE JOBBER	Page 24
By GEORGE A. TOWER, President, Tower-Binford Electric Company, Richmond, Va.	
SELLING MONDAY-TUESDAY APPLIANCES	Page 26
BY W. E. BAYARD.	
The Ten Foundation Arguments That Carry Over Every Obstacle the Salesman Meets in Campaign Selling to the Housewife.	
THE ADVERTISING VALUE OF ELECTRIC DRIVE	Page 28
AS THE EDITORS SEE IT	Page 30
IDEAS FOR THE MAN WHO SELLS	Page 31
SHOW WINDOWS THAT MADE GOOD	Page 34
BUSINESS SYSTEMS	Page 36
"HOW IT WORKS" EXPLAINED FOR THE CUSTOMER	Page 38
SALES HELPS FOR DEALERS	Page 40
NEW MERCHANDISE TO SELL AND WHERE TO BUY IT	Page 41
GOSSIP OF THE TRADE	Page 47

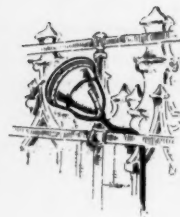
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Of This Number of ELECTRICAL MERCHANDISING 15,000 Copies Are Issued



## Flood Lighting

Here is a midnight sun that knows no latitude nor season! Public and business buildings, flags, monuments, signs and fields for outdoor sports—these are but a few of the subjects to which energetic contractors and central-station men the country over are now applying this new spectacular illumination. On this page is pictured the Gothic spire of New York City's Woolworth Building—a notable example. Towering sixty stories—792 ft.—above the Broadway pavement, in the tungsten sunshine of some five hundred flood-lighting projectors like that illustrated in the sketch below, this great structure graphically presents the wonderful scope and beauty of this new art.

Has your city no architectural gem about which centers local pride? Has your town no court-house, hall or post-office, or even a village flag-staff, which might be lighted through the night as a symbol of civic progress and as a beacon to the countryside? Seek out an appropriate subject for a striking use of flood lighting in your community. A profitable opportunity for sales awaits beyond.



# Electrical Merchandising

THE MONTHLY MAGAZINE OF THE ELECTRICAL TRADE  
With which is incorporated ELECTRICAL MERCHANDISE

Volume 16

July, 1916

Number 1

## *The Off-Season Alibi*

**T**HERE are two kinds of men in business—those who think and work and those who think they work.

The first kind manage to get ahead somehow: they have a great deal of luck. The other kind originated the "off season" alibi.

There is no such thing as an "off season." When sales are slack, the thinking worker plans for the coming rush. He doesn't quit or loaf; he substitutes headwork for handwork and footwork. He knows that planning and thinking are what make the difference between the man who gets ahead and the man who is always behind.

July is the worst month in the year for starting a trade magazine. That is the reason ELECTRICAL MERCHANDISING starts in July. We are making the paper now for the men who are planning ahead just as we are planning. By the time the fall boom opens up, we will be running as smoothly as a super-six: our plans and policies will be mapped and plotted fully and accurately: we shall have looked ahead.

We mention the fact, not to brag, but

to point a moral. There has been rather a decided tendency in the electrical business to employ the "off season" alibi. Buyers hesitate to buy; salesmen refuse to sell; executives go on vacations. Everybody says business is slack—so of course it is slack—and the only thing to do in a slack season is to loaf. It's a fine theory for lazy folk. Also it represents a large opportunity for the man who has read Mr. Æsop's fable of the tortoise and the hare.

One of the leading electrical jobbers takes a large suitcase of papers up into the hills every summer. In a month he returns with his entire year's work planned out. When a friend objected that this was no way to take a vacation, our jobber replied, "I take eleven months' vacation in the office: the only time I really work is when I spend a month in the country by myself, figuring out the next year's plans."

If July is an "off season," then thank God for it and get busy! It gives you the opportunity and leisure to plan, to organize, to evolve and perfect the details of the coming campaigns.



## HOW TO START A MERCHANDISING CAMPAIGN

By EARL E. WHITEHORNE

STORIES ARE TOLD, speeches are made and articles are written year after year, month after month, about campaigns of selling. Men describe their big spectacular achievements, drives that sell a thousand flat irons or five hundred cleaners or three hundred washing machines in thirteen whoop-la weeks. It's interesting, and everybody likes to hear the glad news, but in many cases it falls upon the ear as news and nothing more. For, tell a man what forty buzzards look like sailing in the sky, and when he meets a single buzzard in the big road, face to face, he has to be introduced. Describe in terms of policy and profits how a monster central station beat the bushes in a city of one million population and the man from Bingville, with five thousand in his town, cannot see how to utilize the information. It discourages him. So this article is written with the idea of boiling down and straining out the few real merchandising factors that are responsible for the results in the campaign of any size.

**M**ERCHANDISING — selling goods of any kind—is, after all, a matter of arrangement between two people. In the biggest campaign, or in the smallest individual cash sale, it is just a barter of something for so much. The salesman must go out to the prospective customer and sell an iron, and whether a hundred salesmen are doing this same thing at once and by this simultaneous effort selling one hundred irons instead of one—it makes no difference. Individual men are selling single irons to individual purchasers. That's merchandising. It is the same commercial process in the big city and in the small town—for the city, after all, is just the small town multiplied.

And if something in the way of

printed matter is sent to each prospective customer before the salesman calls to make the woman want that iron, or if some inducement of price or terms is offered to bait the sale, it is again the same. It can be done in any normal community of any size. For no matter how spirited the furor of the campaign and how great the territory covered, the public interest, and enthusiasm induced by campaign methods can affect the individual prospect just within the circle of his or her own personal acquaintance. A campaign is discussed among the people in the city. It makes talk among the dwellers in a village. But who do these people talk to individually? Just to their own friends. Say what you will, it is the

same in city or in town. What one man can sell, another can sell by equal aptitude and effort, and in number according to his opportunity.

There is no reason, therefore, why any contractor, dealer or central-station selling man should feel himself incapable of building up a merchandising business. He cannot say that he is unexperienced and does not know how to begin, for all about him are suggestions, evidences, the experience of all the other men who have worked out the problems and are telling him all that they know. To utilize this fund of information—free, and right at hand—he only needs to realize that he can use it—and to see that after all the plan that brought so many sales in the big city, will

### These Are the Six Successive Stages in Every Single Sale



**THE FIRST STEP** in a campaign is the list of prospective purchasers. Send your advertising matter and your salesmen to homes that need the appliance you have to offer, and can afford to buy. In short, aim your guns.

**Another summer in a hot kitchen ?**

The warm weather months are just beginning. And this summer we should like to have you cook in a cool, comfortable kitchen—an Electrical kitchen!

There is nothing difficult to understand—there is nothing mysterious about the Electric range.

Electric cook stoves embody the results of extended research and practical experience; thousands of housewives in every section of the United States are using Electric ranges more successfully, more economically and with far greater personal comfort and convenience than any other form of cook stove or food.

Every source of discomfort and inconvenience has been eliminated with Electric range cooking. Here is FLAMELESS cooking—safe cooking—no coal kitchen—no soot—no ashes—no dirt. The food tastes better and is more nourishing.

Our stock of Electric ranges is complete. Call at the store or telephone and our representative will call.

**UTAH POWER & LIGHT CO.**  
Efficient Public Service

**THE SECOND STEP** is to arouse an interest in the thing that you are selling. Scatter good seed and fertilizer through folders and newspaper advertisements, and through the medium of your show windows.



**THE THIRD STEP** is the friendly visit from the salesman. Send the men out each day with an enthusiastic message to a small list of homes that each can call on hopefully and with a chance to win.

produce good business just as easily for him if he applies it, sale by sale.

The only way to plan a campaign is to study out the best way you can make the single sale. Work out the price and the terms that you can offer one man or one woman. Decide how best you can tell this prospect all about it, how best you can win this single order. This boils it down and makes it simple. For when you put your eager mind to planning this one sale to this one prospect, you will find the way to sell not only him but all the rest. Decide what's best to do. Then do it. Do it ten times every day—or more, according to the number of your soldiers. And there's your campaign under way—made up of all that combination of good selling schemes that have been stored up in your mind from all the stories of campaigns in other cities that you have heard and read, year after year.

I talked one day with a manufacturer, a man who has been making a varied line of current-consuming appliances for years, and assisting contractors and central stations to sell them. He has had a very wide experience in campaigns under all conceivable conditions. I asked him this—"If you woke up next week," I said, "and found yourself a central-station manager in a small town, what would you do to sell appliances?"

He replied: "I would split up the calendar and pick out the easy seas-

ons to sell all the different devices according to their special appeal. Then at that time I would try to sell them little by little, just by the simple basic methods that apply as well in village as in city. I would go to work as though there were just a single family to be sold and I would build my campaign around that one household." We talked it out in detail, what a man *would* do in such a case in any town. It is a point of view that's interesting. It irons out the theory for us and it gives a worm's-eye view of what a campaign really is.

#### SIX STEPS IN THE CAMPAIGN.

Whether you are working in a small town of one thousand homes or in a city of ten thousand families, the problem of the individual sale is very similar. Your prospect list may number ten families in a village or ten families oft repeated through the blocks or neighborhoods that make a city, still the processes of successful campaign merchandising must be the same.

**FIRST**—You must select your list of prospects.

**SECOND**—You should advertise to them and get them interested before you call.

**THIRD**—You must go and talk to them.

**FOURTH**—You must demonstrate the appliance that you are selling and make them see and appreciate how

good it is—what benefits it offers them.

**FIFTH**—You must offer price and terms that will defeat the argument: "I can't afford it."

**SIXTH**—You must make sure, when once it is sold, that the customer uses it properly and economically, and continues it in service.

That is the process of a single sale. That, too, is the process of a campaign, no matter how broad the territory nor how many men are working in it. And the way to take these six successive steps in the selling of appliances comes clear to any man if he will only take the worm's-eye view of his campaign and visualize the single family and then proceed to do the thing that he would naturally do if there was just this single family to be sold and he was eager to accomplish it. Let's work it out for him step after step.

#### One—How would he make his list?

Not every man, you say, can take the time and money that they spent in Boston, for instance, to compile a census of the city and all its suburbs that are served by the Boston Edison Company. It required compiling thousands of cards. But, remember, that was Boston, not your town.

Such a census file would be most valuable to you if you could utilize it and maintain it accurate and up-to-date, but still the real objective is to

## That Goes to Make an Appliance Merchandising Campaign



**FOURTH** comes the demonstration. Show the prospect all about it. Where, as with the washing machine, the salesman cannot actually demonstrate as he talks, send a laundress to the prospect's home to do a wash.

**\$14.35 in Easy Payments**

Without Any Interest Charges

Electric Service, with all its Conveniences for Lighting, Cooking, Shopping, can be put in your home on the Edison Loan at \$14.35.

Electricity is the Cheapest, to Use for Everything.

Ask Oxford 3300, Sales Department, to have a Representative explain details.

**THE EDISON ELECTRIC ILLUMINATING COMPANY OF BOSTON**

TALK WITH YOUR LANDLORD ABOUT BOUNTY TARIFF FOR YOU

**THE FIFTH STEP** is the matter of price. This price must be within the reach of the prospect's purse, or she cannot buy. Postpone discussion of price up to this point, then offer easy payments.



**SIXTH** comes the follow-up. The appliance will not stay sold and bring more business unless it gives full satisfaction in good service. Call again and lend a hand until its use has become a habit in the household.



make sales, and sales are made one at a time and not to every customer and every prospect simultaneously. Therefore, better make a list of ten names and then sell them—than to make a list of seven thousand waiting idle and becoming obsolete. This matter of a list has bluffed so many men for years.

The only purpose of a campaign list is to insure you that your men will not waste time by calling on people who are not really prospects, and also to facilitate the advertising of your campaign to the homes that will be visited. Small lists are always better than big ones. If you are selling ranges, make up a list of homes that you believe can both afford and appreciate the range when it is demonstrated and explained to them. Begin on them. Pick out one hundred homes that in your judgment ought to use a range. There's all the list you want to start with, for when you have called on them, you will have sold some, listed others for follow-up at definite times, and crossed off others altogether. Then make a further list of the next one hundred names.

It is a fine thing for a man to have an honest prospect list already waiting for his campaign, but the lack of it should not discourage him from selling goods. If you want to make up a good list to advertise to, walk about and use your eyes, check over the telephone directory, club member lists and other sources easy to secure—but keep the number small. Every salesman in his district knows ten names best to begin on, and ten to follow with and ten more. There is your list for this week. Go to it.

*Two—Then how about advertising?*

The purpose of campaign advertising is a simple one—to show the sweeper or the washing machine to everybody that you are going to call on, so they will know something about it and will have discussed it, probably, at home. Send them folders that will show them pictures of it and describe it in its detail. The manufacturers will provide these folders, and it is a good thing for you to mail them out attached to personally signed letters telling the prospect about the price and the cost of operation. But do not send a thousand letters out and then not call for weeks. Better send twenty at a time and follow close behind them.

It helps the salesman immensely, as you know, if he finds the prospect already interested when he calls. So do anything you can to attract attention to the appliance you are featuring and to your special sale. Display it in your windows. Talk about it in your newspaper ads. Have every employee discuss the matter with everybody he comes in contact with. It is a simple matter of your all being enthusiastic and showing it. It is a simple sounding matter; yet that is just what campaign advertising actually consists of.

*Three—And how about this job of calling on the prospect? How should the calls be made?*

That sounds like Foolish Question No. 6, for there is nothing to do but just to go and see each man or woman, one by one, and have a friendly talk. If there were just a single prospect that you wanted to see, you would use your judgment as to whether you had better telephone for an appointment at his office or chat about it on the wire with her at her home, or walk right in and spring it quick or what. Well, do just that in every case, then take the next case next. It is just a matter of friendly talk. There is no other way.

*And then—But when you talk how can you make them feel that they can afford to buy it?*

The experience of all the dealers and central stations who have sold the large and more expensive household appliances has been the same. Price stands between the housekeeper's allowance and the purchase of an electric washing machine, a range, a suction sweeper and often even a flat iron or a toaster. But by simply offering to sell on easy payments, you bring the price down within the reach of any prospect. It becomes a matter not of paying seventy-five or forty dollars, but a question of making several payments of three or six dollars monthly for a year, to secure possible economies that will save as much in cost of labor or its value in the owner's comfort.

Add five per cent to this price to cover all costs of collecting the installments as an item on the monthly service bill. Offer this five per cent as a cash-discount inducement. It works. They all say so. And if it has proved profitable in Pittsburgh,

Cleveland, Chicago and elsewhere, city after city, big and small, where appliances are being sold this way, just one by one to regular family after regular family, then it certainly will do as well for you. They have long sold gas ranges that way, and talking machines and books and almost everything that is high in price and must be sold to the household. And if the easy-payment offer will let down the bars for you, here is a simple way for you to get into the game.

*And Lastly—How can you demonstrate? How can you make sure that the appliance will stay in service and give satisfaction?*

You know. You know a dozen ways that other central stations, other dealers, have taken care of it in their campaigns. In selling washing machines in Cincinnati, the salesman calls and arranges to have a machine sent out and connected on Saturday, and Ella Johnson, a colored laundress, calls on Monday morning and does the wash for the prospective customer and shows how quick it's finished and how white the clothes are.

The housewife has no lack of faith in Ella's knowledge of the art of washing clothes. She realizes that if a colored washwoman can do it electrically, it certainly must be simple, practical and safe. And Ella is winning new converts week after week.

That is a good way. There are other good ways, that you and I have both read of. Use any one of them that seems to give the answer when you ask yourself—"What would I do if there was just this single woman whom I wanted to interest in a washer?" Then do it. Do it right away. And if it works with one prospect then go ahead and see another and another.

\* \* \*

THE art of merchandising is just this simple trick of selling things. In a campaign, you have to study ways of reaching out and finding people who will buy. In your store, the prospects come to you and you must use the art and science of display to influence them, angling for them with good printed advertising and good windows that arouse interest and bring the people in to see what they can see.

The Ceiling Boards from which a Michigan Contractor Hangs His Fixtures





## An Idea-Journey Through a Modern Electric Shop

*For Every Electrical Dealer*

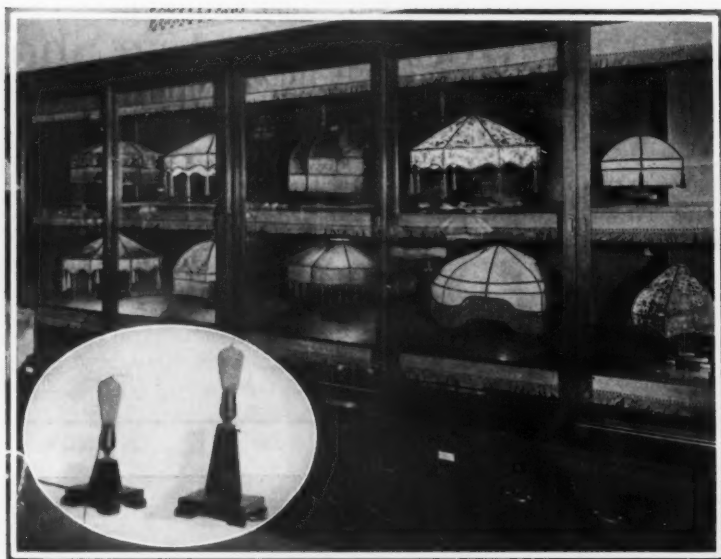
Fourteen Pictures that Carry to You Definite, Practical  
Selling Ideas from the New Edison-Building Electric  
Shop of the Commonwealth Edison Company in Chicago

By ERNEST A. EDKINS

Manager of Electric Shops, Commonwealth Edison Company



In this shop no effort is spared to so display the electrical merchandise that each article will make the strongest possible appeal. New features constantly keep pace with the prevailing vogue in furniture and household styles, and every art and artifice of modern shopkeeping is used to attract the interest of the visitor and to convert that interest into profitable sales.



GLASS WALL CASES THAT SAVE SHOP  
WEAR ON LAMP-SHADE FABRICS

**S**ILK shades displayed in the open shop have to be dusted four times each day. By putting some of the shades in wall cases on individual holders the display feature is retained and "shop wear" on the fabrics is eliminated. Drawers at the bottom contain samples of fabrics. The oval insert at the left shows the holders used. These fixtures are made by a local furniture factory for \$3 each. They are intended for shop use only, but are so attractive that it is frequently necessary to sell them to retain a customer's friendship. Frosted lamps are always used to give the subdued effect under the shades.



A PEDESTAL THAT AIDS IN DEMONSTRATING VACUUM CLEANERS

**I**MAGINE a portly customer trying to inspect the brush action of this cleaner if it rested on the floor, and the necessity for such a pedestal as is here shown becomes at once apparent. Close-range inspection of a suction sweeper's action proves convincingly that it sweeps. The sweepers are demonstrated both on the pedestal and on the floor rug, and the intending purchaser is shown to her satisfaction how it works and how well it works.



CONVENIENT CASES TO CONTAIN UNSIGHTLY SWEEPER ATTACHMENTS

**A**N application of the old yet meaningful saying. "A place for everything and everything in its place." The larger vacuum-cleaner attachments, extra pepper boxes which contain "canned dirt," cleaner hose, and attachment cords are kept in especially designed compartments in a steel cabinet. Smaller attachments for each type of cleaner are kept in the drawers which are appropriately labeled so that any article desired can be found quickly.



THIS PYRAMID TABLE WAS DESIGNED  
EXPRESSLY FOR DISPLAYING PORTABLES

**T**O find adequate space for attractively displaying small portables is a problem in itself. There are so many, many styles, and all are so pretty. This pyramid table is thought, however, to be a step in the right direction. At least 33 per cent more lamps can be shown from it than from a table occupying equal floor space. Unobtrusive outlets are provided for connecting the plug of each lamp to the lighting circuit.



A SEPARATE SHOWROOM FOR THE SEVERELY  
PRACTICAL LAUNDRY APPLIANCES

**T**HAT the practice of displaying washing machines in a room adjoining the main salesroom helps the store's appearance is certain. Whether or not it helps washing-machine sales is a fairly debatable point. The management of the Electric Shop believes that better results are obtained by displaying laundry equipment in a laundry environment.



"HOW WOULD THAT LAMP LOOK IN OUR  
LIVING ROOM AT HOME?"

**W**HEN a woman likes a lamp, she wonders how it will look in her home. Sometimes she says so. Then the lamp is taken to this room, which is of modern apartment-house size, all other lights are extinguished, and the customer can see the lamp as it would appear at home. This is only another example of the painstaking care of the customer which underlies the planning and the operation of this shop.





A HINT CONCERNING A PROFITABLE LINE  
FOR THE DEALER TO CARRY

**A**N entire showcase devoted to vibrators! "Surprising," you say. "Not so," declare Electrical Shop salesmen. "Vibrators are one of our fast-moving and profitable lines. Vibrator sales, too, are often neglected in some electrical stores." All fans on showcases or in reach of customers have flags in front of them to save inquisitive people from hurting their fingers.



THE "SILENT SALESMAN" COUNTER THAT  
AIDS THE LAYMAN MAKE UNDER-  
STOOD HIS WANTS

**"I** WANT one of those things that you— Oh, there it is in drawer No. 26." This "silent salesman" counter has solved the problem of the man who knows what he wants but does not know the name of it. How the advertising value of the pictures on lamp cartons is made useful by keeping them in sight on the shelves behind the counter is also shown in this photograph.



ONE SHOWCASE FOR DISPLAY; A SECOND  
TO SELL FROM

**T**WO toaster cases, one behind the other, filled with electrical goods. The aisle case is dressed for display, the other to sell from. The one in front catches the customer's eye, she inquires, the salesman shows her identical goods from the other case. Meanwhile the front showcase on the aisle, always neat and orderly in appearance, awaits the coming of another customer who may arrive only 30 seconds behind the first. It is never out of working order.

WOODEN FLOOR PIECES THAT PROTECT  
FLOOR LAMPS AGAINST INJURY  
AND SOILING

**F**LOOR lamps all stand on low wooden pedestals. When the floors are mopped at night the wet cloths do not strike the varnished and polished lamp bases. This prevents them from becoming soiled or shop-worn. In taking this series of photographs of the Electric Shop it was necessary to make time exposures after the shop was closed for the day, a circumstance which accounts for the absence of visitors and customers with which the shop is usually thronged.



VELVET PADS ON GLASS COUNTERS EN-  
HANCE APPEARANCE OF GOODS AND  
PREVENT SCRATCHING

**“D**ON'T crowd” is an order that is strictly observed in showcase dressing. Experience has shown that this particular case with its few pieces of electrical goods accompanied by appropriate accessories, always attracts the attention of the ladies. When goods are being shown to a customer on the top of the case they are always placed on green-velvet pads like those shown here so that the goods present a more pleasing appearance and at the same time do not scratch the glass.



“GO TO THE ELECTRIC SHOP FOR ANY-  
THING IN TABLE OR FLOOR LAMPS”

**N**O department store, no art shop, no other mercantile establishment in Chicago, has such elaborate, such modish, and such varied stocks of portable and floor lamps as has the Electric Shop. The Chicago people are being taught the significance of this fact, and are showing their appreciation of the service rendered by this department of the shop in particular, by the volume of purchases in lamps and portables.





## THE BRASS TACK BRIGADE MEETS BROWN

By FRANK B. RAE, JR.

NOTHING IS MORE PLEASING to the conscience than a good keel-hauling from a man who puts strong kicks behind his words and tells you things you are ashamed of in a manly way. There is no reason why this gentle art should be monopolized entirely by the evangelist who seeks to save your soul. Why not apply it to your business also? Mr. Rae is going to be a Billy Sunday to us. He is going to tell the man-who-sells some truths about himself. It will be interesting reading. But more than that, because these stories will be based on facts, they will make every reader ask himself, "Why can't I do that?" Meanwhile they point out personal opportunity and show where, sweetly sleeping, lies the power to achieve and win.—EDITORS.

"COME around to the meeting in the morning — eight-thirty."

Davis of the Combination Gas & Electric Company extended the invitation as though he meant it, but I stalled.

"I'll do my sleeping in bed, if it's the same to you, old man. I know all about these meetings—rollcall, and then some driveling whiner that you're about to 'can' gets up and tells what a dreadful time he had failing to sell a flatiron, and then some fellow who, you know, was playing pool all the afternoon reports thirty-three calls, and then you give the bunch helen repeat and everybody goes away sore. Not for me. I'll come down to the office after the sad rites are over."

"You'll come down to the meeting and get a shock," said Davis, decisively.

"What's the big idea?—going to pull a hoochi-koochi dance, or have somebody take rabbits out of a hat, or something like that? I can't think of anything else being done at a central station salesman's meeting that would be particularly shocking. For me, they're most boresome and futile proceedings. Better let me out."

"You come," Davis was serious. "These meetings of ours are not the usual bunk. When this company's pack of order-hounds gets together, they meet for a purpose. They call themselves the Brass Tack Brigade, and, take it from me, they certainly do get down to brass tacks. Better join us."

\* \* \*

"FELLOWS, we'll come to order." It was a pretty good-looking crowd—this Brass Tack Brigade. Two or three were obvious cubs, a couple were graybeards, and the rest—perhaps fifteen—were average salesmen. To tell this story well, I suppose I should describe all of them as tall and handsome and clean

limbed—whatever that may mean—like a gathering of Robert Chambers' heroes, but as a matter of truth I must state that the Combination Gas & Electric Company's commercial de-



*"I am Brown of the Sunkist Sweeper," began the stranger. He looked like a fellow whose name should be "Knockout" Brown. He was thickset and hard-looking, like a decent pugilist.*

partment was made up of fellows very much like you and me. About the only distinguishing feature of the crowd was a general air of assurance. They knew they were making good and they showed it.

"Pretty fair crew of appliance pushers," I whispered to Davis.

"Too confounded cocky," was his undertone response. "But we'll cure all that in a few minutes. You watch."

As the roll was called, each man rose and reported on his work of the previous day—so many calls, so many actual interviews, so many sales. Adams, whose name headed the list, started by reporting two vacuum sweepers and a housewiring contract. Colgate, the next man, had sold an equipment of flatirons to a laundry, a milk warmer to a man who had become

a father not six hours before, and a sign to a corner druggist.

"It's going to be a record day," whispered a young chap sitting next to me, and as the reports rolled up the men began to applaud each sale, until even Davis showed signs of enthusiasm. It was fast developing into one of those mushy mutual admiration meetings, when I received the shock which had been promised.

"Fellows, that's a pretty good day's work." Davis hushed the laughter and put an end to the back-slapping by rising to his feet. "It's a pretty good day's work, but it's not a good *two days'* work. The good report you all turned in for yesterday is not a license for you to loaf to-day. I want you to hop to it just as if this were an ordinary report. But before you go I want you to listen five minutes to a chap who doesn't think much of you—a chap who came in this morning and complained that your laziness and inefficiency are costing him money. His name is Brown."

It was amusing to see their faces change, first from smiling complacency to seriousness, and then, as the stranger was presented, to actual belligerence. Lazy and inefficient! Did this guy think he could call them lazy and inefficient after hearing that sales report?

"I am Brown of the Sunkist Sweeper," began the stranger. He looked like a fellow whose name should be "Knockout" Brown. He was thick and hard looking, like a decent pugilist. The obvious animosity of the boys failed to disturb him.

"I sold an electric sweeper yesterday to a woman whose house was not wired for electricity. She paid cash for the sweeper. When I spoke to Mr. Davis about it, he looked up the prospect card on this woman and the report read, 'Says she can't afford electricity just yet.' But I sold her for cash a sweeper which is useless until one of you fellows hustles around and gets the wiring contract."

There was something like a gasp of astonishment, then a snicker ran through the room. The wonderful sales report of a few moments before was forgotten. The Brass Tack Brigade came down from its lofty height of self-complacency and began to study the husky stranger with interest. "This fellow," their manner seemed to say, "has something that we can use in our business." And they settled down to the job of absorbing Brown's words—of learning, if possible, the secret of his salesmanship.

"You fellows are a good crew," continued Brown. "You know it. But you are a crew of amateurs. You are a bunch of dilettanti. You *play* at salesmanship."

"Now, I am not here to bawl you out. Mr. Davis has asked me to tell you how I did it, and that is what I want to do. I'll begin at the beginning."

"A little while ago I was driving a delivery wagon at \$8 a week. I was a fair-to-middling delivery wagon driver. One day—don't think I am pulling any sob sister stuff, for this is the story of a man who can go ten fast rounds with any plug-ugly in the State—one day I happened quite by chance to read this ad," and Brown fished out a frayed newspaper clipping.

### A Corporation with a Heart

#### SALES DEPARTMENT

In the beginning let it be understood that this is no philanthropic or charitable organization, but a concern of national reputation, manufacturing a meritorious article of recognized merit, who employ large numbers of men and who are now making arrangements to increase their forces in the sales department.

We want men of undeveloped sales ability who have failed to make a success in the business world through the lack of opportunities or who realize they are failures due to their lack of aggressiveness.

Men of good appearance, members of good families, who are now determined to make good, who are willing to concentrate time and attention to attain a place in the sun. Men with latent ability who, under our supervision and encouragement, can be developed into representative business men, commanding large returns.

This is the kind of human material we desire, and if you possess these qualifications and are sincere, write for interview.

Box 322-H, Tribune.

"That corporation-with-a-heart stuff got under my skin. I wrote a reply and in due course I met the man who put the ad in the paper."

"What you doing" says he.

"Driving a truck," says I.

"Is that all you're good for?"

"I dunno," says I. "Maybe I could do something better. I never had much of a chance."

"Young man, you're a failure!"

"Oh, well," says I, "if that's what you think"—and I started to go.

"Sit down!" he says, so explosive it was like pulling the floor from under me. I sat down—hard.

"Then this chap began to talk to me. He told me all my faults, to begin with. He told me I was drifting along, living only because I was too lazy to die. He told me that 90 per cent of men just dawdle along, like I'd been doing, and that half the man-hours in the world are wasted. He



*Davis was serious. "When this company's pack of order-hounds get together they meet for a purpose," he said. "They call themselves the Brass Tack Brigade, and, take it from me, they certainly get down to brass tacks."*

made me see that my \$8 a week represented about 10 per cent of my ability, and that if I applied 100 per cent I'd be making \$80 a week instead of \$8. That old duffer talked to me like a Dutch uncle and Billy Sunday and Jilham Bennings Wryan all rolled into one. When he got through, he had sold me one big idea—and that was that the sky is the limit for the man who will apply his brain and *will* to the business of making his every minute and his every ounce of energy count.

"To put it another way, he showed

me that the reason men don't succeed is because they dawdle, they get discouraged and stop work, they waste time in gossip like old wives, they let their minds jump around loose and inconsequential like deranged jack-rabbits, they get stuck on themselves and excuse to-day's laziness by telling about last year's success, they punish their stomachs with pills or pie, they mistake booze and foolishness for honest good fellowship.

"And then, when he got all through, he gave me a job."

"Now, the joke of this proposition was that after I had agreed to go to work for him, I didn't know what the job was nor how much it paid. All I knew was that I had a different job, and that the evangelist I was going to work for had promised to show me how to apply my time and energy to that job. Which is exactly what happened. I learned to cut out human waste. Incidentally, I learned that application means money. No man can hustle intelligently without lining his pocket."

"Now, I can see you fellows sitting back and saying, 'Nice little Sunday school story, that, but you must have been a real salesman at bottom or you couldn't make good.'"

"You're wrong. This man hired more than 100 salesmen while I was close to him, and very few of the men were salesmen when he took hold of them—though all of them were when he got through. One was a busted newspaper reporter who had been sleeping a week on a park bench. One was ex-secretary to the president of one of the country's largest railroads. One was a rah-rah boy whose people had decided to disown him for some escapade. There were farmers, bell hops, bookkeepers, truck drivers. Most of them were of the ne'er-do-well type that changes its job every two or three months and spends its leisure hanging around pool rooms."

"No sir! These men were not 'natural' salesmen. They were 'made' salesmen. They were men who had to be taught the secret of the whole selling proposition. This chap who hired me started more than 100 of us on the road to success in salesmanship by advertising for failures. He got applications from failures. And he made *men* of those failures."

"I'm not a better salesman, but I make more sales than any of you fellows. Why? Because I'm a *profess-*



ional salesman. I'm not an amateur like you. My job is to sell—sell—sell! I sold a woman a cleaner before you sold her the service to operate it. I sold her because *selling her* was my business.

"Now, I'm not here as an apostle of salesmanship. I'm here to line my pocket. I'm here to sell you a recipe for money-making. And I expect to make money doing it. My proposition is that if you will find me prospective customers for Sunkist Sweepers I will show you how to double your sales. I will teach you the secret that I learned when I answered that ad.

"What is the answer?"

\* \* \*

**I**N reply to such a proposition nine commercial managers out of ten would have said something about "knowing how to run their own business," but Davis was cast in a larger mold. He rose, a little flushed.

"Fellows, I guess Friend Brown has made goats of all of us, but of all the goats I am the prize-winning, ring-tailed snorter. I got him into this meeting to show you fellows up a bit, and, by thumping thunder, he has showed me up. He tells us that it was his boss who made him a star salesman, and in the same breath he offers to take my job away from me by assuming to become your leader and teacher. Well, I'm going to make him make good.

"Three things are going to happen to-day," he went on. "In the first place, I am going out personally to get that wiring contract where Brown sold the cleaner, and I am going to give the commission to Brown with this department's grateful compliments. In the second place, every man in the department is going to dig up a prospect for Brown—every one of you must find a good, live prospect where Brown can sell a Sunkist Sweeper and every one of you must go with him and learn his secret; this department needs a bunch of Browns. In the third place, I think we ought to elect Brown an associate member of the Brass Tack Brigade. That's all—meeting dismissed."

"One minute," called a voice from the crowd, and big Jim Lenox lumbered to his feet. "Perhaps it don't need to be said—perhaps we all have the hunch already—but I believe in getting right down to brass tacks. I think we ought to try out Mr.

Brown's recipe *quick*. He says salesmanship is *concentration* and *determination*. All right. If that's so, then I promise right now to turn in a bigger report to-morrow than I did to-day. We're all proud of this morning's report: let's determine to-morrow to beat it, and let's concentrate on making good that promise."

"Thata boy, Jim!" came a voice.

"We'll do it."

"Three cheers for Brass Tacks Brown," came the call.

The three yips had not ceased to reverberate when another voice cut in—

"Gee! it's twelve minutes after nine. I'll have to hop to it fast if I'm to beat yesterday's record—and it's *got to be did!*"

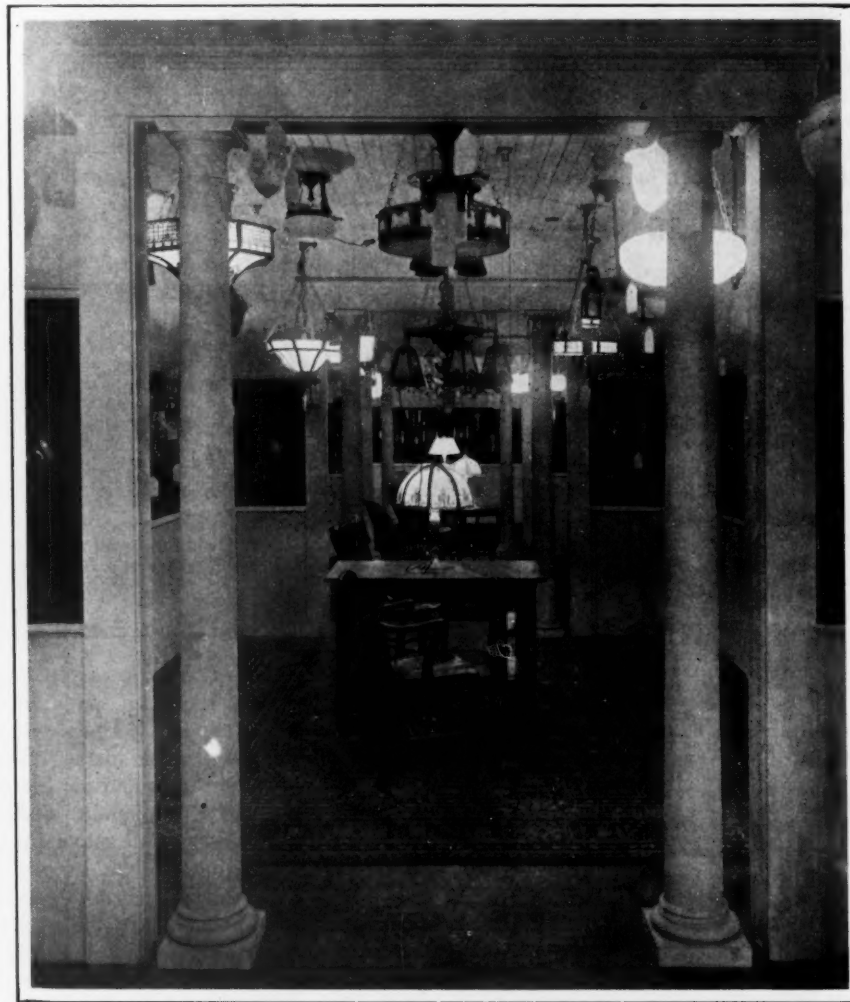
## Displaying Fixtures Amid Home Surroundings

The arrangement of electric lighting fixtures in harmonious relation to each other and to the furnishings of the exhibit room, is an appealing feature of the display salesrooms of Edward Miller & Company, 201 Congress Street, Boston, manufacturers and jobbers of table, hanging and bracket lamps.

Four adjoining rooms, each measuring 12 ft. by 15 ft. and finished in

Colonial white woodwork, are individually furnished in typical style, each with an artistic center rug, a table and chairs, all harmonizing in a very attractive manner. The walls are lined, above the white wainscoting, with a single breadth of burlap of a color to accord with the rug and furniture—red, old blue, brown and green, respectively.

Each table carries a portable lamp of attractive design and on the burlapped walls, are various patterns of bracket lamps and wall fixtures.



Each of These Four Fixture-Display Rooms Is Decorated in a Different Tint so that the Customer May See any Lamp Amid the Color Surroundings Prevailing in the Room at Home in Which the Purchase Is to be Used

# Estimating a Modern Office-Building Wiring Job

First of a Series of Articles for the Electrical Contractor

By J. W. HOOLEY

Chief Estimator for a Large New York Electrical Contracting Firm

A New York City electrical contractor figured the costs on the job for a small office building on the estimate sheets which accompany this article. There were other estimates made on this job; in fact there was so much difference in the prices submitted that the architect and engineer felt that something was wrong. They wished to get at the reason for so much difference and called in the four contractors who submitted the estimates and asked to see the cost sheets.

Of the four cost sheets submitted this was the only one prepared with so much completeness. So greatly did this careful estimate impress the architect and engineer that the contractor who submitted the bid was awarded the work—though his bid was not the lowest. Bear in mind that this was the first time that this contractor had ever figured for this architect's office but the estimate sheet showed the architect that the contractor knew his business and he established his reputation then and there not only for that job but for three which have since followed.

This actual experience suggests merely one reason why it pays to figure out your estimates completely and accurately and not with a scratch-pad and pencil. In electrical contracting, the value of a complete and thoroughly detailed estimate sheet cannot be too carefully considered. Careless or incomplete estimating is responsible for most of the business troubles of contractors. After many years' experience, I have not known, when competing for work, after the bids were read out, whether to congratulate the low bidder or sympathize with him. Usually, the bid makes me feel like asking him, "What did you forget?"

STAND OUT FOR A FAIR PROFIT.

There is no use taking a job unless there is money in it. A contractor is in business to make money. He should stand out for his fair profit on each job. He cannot know what his profit will be unless he makes a complete and careful

estimate of material and labor, and adds his overhead and then his profit. Unless his bid includes all the items

in labor and material, and unless he adds his overhead, there will be no profit.

All this sounds like preaching, but after my experience I believe that the only way to get a profit is to make up our estimates in such a form that we

DATE - June 3-15	J. R. SMITH CO.	SCALE - 1/4" = 1 ft.									
ENGINEER - S. W. Brown	ESTIMATE TO - M. E. Jones Co.										
ARCHITECT - R. J. Ames	CLASS OF BLDG. - Office	VOLTS 220									
MADE BY - J. R. Brown	SIZE OF BLDG. - 100' x 100'	SERVICE - Edison									
No. 3436											
FLOORS	Height of Floors	Ceiling Outlets	Side Outlets	Base Receptacle	Floor Receptacle	Switches	1/2" Conduit	3/4" Conduit	Panels	Circuits	Fixtures
Pent	10'	5	4	2		3	430			2	9
12	11'6"	72		50		52	2000	1000	1	18	
11	"	72		50		52	2000	1000	1	18	
10	"	72		50		52	2000	1000	1	18	
9	"	72		50		52	2000	1000	1	18	
8	"	72		50		52	2000	1000	1	18	
7	"	72	3	50		52	2100	1000	1	18	
6	"	72		50		52	2000	1000	1	18	
5	"	72		50		52	2000	1000	1	18	
4	"	72		50		52	2000	1000	1	18	
3	"	72		50		52	2000	1000	1	18	
2	"	72		50		52	2000	1000	1	18	
1	18'	40		20	10	20	1000	800	2	18	Pub. 5
Base	11'	50	7	—		15	1200	500	1	12	24
Sub. Base	15'	20	10	5		5	500	300	1	16	30
TOTALS		907	24	577	10	615	25,230	12,600	15	257	39
AMOUNT								MATERIAL		LABOR	
907	Ceiling Boxes	.15	/	.15			136	05	136	05	
1216	Side "	.14	/	.20			170	24	243	20	
931	Fixture Studs	.03	/	.03			27	93	27	93	
4400.	Lock Nuts and Bushings	.03					132	00			
	Pipe Straps										
25,230	1/2" Conduit Black	.04	/	.04			1009	20	1009	20	
12,600	3/4" "	.05	/	.05			630	00	630	00	
53,000	Circuit Wire #14 Duplex Code	.018	/	.005			954	00	265	00	
	" "										
615	D. P. Switches	.50	/	.35			307	50	215	25	
	S. P. "										
577	Base Receptacles	.70	/	.35			403	90	201	95	
10	Floor "	3.00	/	1.50			30	00	15	00	
	Light "										
39	Drop Cords	2.00	/	1.00			78	00	39	00	
TOTAL								3878	82	2782	58

In working out the details of this estimate sheet the idea has been to so arrange the items that nothing will be forgotten. Merely filling in the information at the top of the sheet will fix the facts in the estimator's mind, help check his memory, and so avoid mistakes. Smooth heavy ruled paper is recommended for these estimating forms.

cannot possibly overlook any details. The estimate sheets which accompany this article have been worked out so that details will not be forgotten. It will pay any contractor to have such a form printed up and to get up his estimates in this way. Some contractors believe that they can guess close enough by figuring a flat rate of so much per outlet. This may be close enough in a small job, but in any fair-sized work there are sure to be items on the plans which will be overlooked unless the sheet is filled out carefully.

To illustrate the method of making an estimate sheet we have chosen a small office job. The details speak for themselves and show what items to watch on such a job and how to make up the sheet. Any contractor should be able to get in his bids on local work of this kind and not lose it to an out-of-town bidder who knows how to estimate in detail.

#### GET DOWN ALL THE NECESSARY FACTS.

The sheet shown is of ruled smooth cardboard and measures 12 in. by 10 in. It is printed with headings as shown. On the top of the sheet are the names of the contractor, the engineer and the architect, and the date of the estimate. A detail often overlooked in estimating is the scale of the plans. Lack of this knowledge is responsible for many serious mistakes in estimating. The class and size of building, the service voltage, the kind of current, and the name of estimator also appear at the top of the sheet.

In working out the details of the sheet the idea is to print and arrange it so that nothing will be forgotten. If a man can get a mental picture of the job it is that much easier to get the job straight. Merely having to fill in the information at the top of the sheet will fix the facts in the estimator's mind and help check his memory and so avoid mistakes.

Next comes the classification of different items that make up the circuit work, such as ceiling outlets, side outlets, switches, double-pole or single-pole, base receptacles, floor plugs, conduit— $\frac{3}{4}$  in. and  $\frac{1}{2}$  in. (larger conduit is seldom used for circuit work), panels, numbers of circuits, height of floors and fixtures. By filling in each of these items in its proper place, mistakes in figuring are eliminated. The estimator must then count and check each class of work on each floor. Thus each floor acts as a check on the next and any error or any difference

in floors is made apparent at once.

#### CHECKS AGAINST ERROR.

The plan of entering side outlets separately from ceiling outlets and also putting down heights of floors and number of circuits prevents the error of not allowing sufficient conduit wire, and labor for drop extensions to all side outlets. This mistake is frequently made, and is difficult to overcome unless the estimate

is made up with side outlets separate.

A building with a great deal of side-outlet work will call for about twice the amount of circuit conduit, wire and labor that a straight ceiling-outlet job will require, and very often a job of the side-wall variety is taken at the price of a straight ceiling-outlet job, simply because care was not used in checking off the material and making the proper allowance for drops.

Note - Black Conduit				Code R.C. Wire	
MAINS AND FEEDERS					
FEEDER No.				MATERIAL	LABOR
Main	1	150 ft. - 2 1/2" cond.	.23 / .15	3450	2250
Light to	1	6 - 2 1/2" Els.	.92	552	—
Service Bus	1	6 - 2 1/2" L & B.	.15	90	—
	1	180 ft. - 1,000,000 c.m.	1.00 / .05	18000	9000
Main from	2	100 ft. - 2 1/2" cond.	.23 / .15	2300	1500
to Service	2	2 - 2 1/2" Els.	.92	184	—
Board	2	4 - 2 1/2" L & B.	.15	60	—
	2	120 ft. - 1,000,000 c.m.	1.00 / .05	12000	6000
Light Feed	3	100 ft. - 2 1/2" cond.	.23 / .15	2300	1500
Service	3	2 - 2 1/2" Els.	.92	184	—
Board to	3	12 - 2 1/2" L & B.	.15	180	—
2-3-4	3	340 ft. - 350,000 c.m.	.40 / .03	13600	10200
5-6 fls.	3	200 ft. - 2 1/2" cond.	.23 / .15	4600	3000
Light	4	2 - 2 1/2" Els.	.92	184	—
Service	4	12 - 2 1/2" L & B.	.15	180	—
Board to	4	640 ft. - 350,000 c.m.	.40 / .03	25600	19200
7-8-9-10	4	100 ft. - 1 1/4" cond.	.09 / .08	900	800
11-12 fls.	4	4 - 1 1/4" Els.	.23	92	—
Light	5	4 - 1 1/4" L & B.	.06	24	—
Stores	5	320 ft. #2.	.09 / .02	2880	640
1 floor	5	250 ft. 3" cond.	.30 / .20	7500	5000
Power	6	3 - 3" Els.	.245	735	—
to Power	6	6 - 3" L & B.	.25	150	—
Panel in	6	530 ft. 500,000 c.m.	.53 / .04	28090	21200
Panel from	6	100 ft. 2" cond.	.15 / .10	1500	1000
Sub. 1-2-3	El	6 - 2" Els.	.57	342	—
"	"	3 - 2" L & B.	.09	27	—
"	"	3 - 2" Conduits	1.25 /	375	100
"	"	250 ft. #4.	.17 / .03	4250	750
Power	7	50 ft. 1 1/4" cond.	.09 / .08	450	400
House	7	3 - 1 1/4" Els.	.23 /	69	—
Pump	7	1 - 1 1/4" L & B.	.06	06	—
	7	1 - 1 1/4" Conduit	.70 /	70	30
	7	120 ft. #4.	.06 / .02	720	240
Trunk line		250 ft. 3/4" Conduit	.05 / .05	1250	1250
to auto		300 ft. 10 duplex	.05 / .01	1500	300
Starter		Allow for pipe supports		5000	5000
TOTAL				1393.94	3032.0

At the left of this second page of the estimate sheet, space is provided for listing quantities required for mains and feeders. In the right-hand columns material and labor costs are set down.



When you consider that it takes 12 ft. of conduit and circuit wire on an average to make an extension from a ceiling or floor to a bracket-outlet, to say nothing of the necessary labor to install it, you will see how quickly an item of this kind will increase your cost or your loss if you have not figured accordingly.

After all circuit work is entered in columns and totals put down we are

ready to price up material and labor under their respective headings. Space is provided at the left of the sheet for quantities—space on the right for material and labor.

Again mistakes are prevented by providing a proper listing of the materials, beginning with the ceiling outlets and including all outlets, conduit, wire, switches, receptacles and so on. As you pass from one item to another,

if you should forget you are reminded by having the material named in the order which it would be installed. For instance, you cannot install the circuit wire without the conduit.

#### FIGURING BY THE PIECE.

Then again, each item is figured at so much apiece and the conduit and wire at so much per foot. This applies to labor and material. This is the only way to estimate any installation since you thus standardize your method of cost and checking systems both as to material and labor. After all circuit work is completed the mains and feeders or generator leads, if a plant is to be installed, are figured.

These are listed, each feeder and main complete—with the amount of conduit, number of elbows, fittings, and also the amount of wire—all sizes of wire and conduit being marked. All these items are figured at so much per foot.\*

Many estimators will not detail elbows, locknuts, bushings, and fittings and so on, required for main and feeder conduits but approximate these as 10 per cent of cost of conduit. This, however, is not estimating but is simply guessing, and such contractors are only fooling themselves, for in some cases elbows will not figure 5 per cent and again they may figure as high as 50 per cent. The right way is to figure them as they will be required. You must do this, sooner or later, if you get the job, because the material must be ordered and if they are not figured you lose money.

The other side of the sheet is left for panels, bell-work, telephone work, motors or any items of a special nature, and both labor and material should be figured for these items in the same manner as described above.

#### TOTALING UP THE ESTIMATE.

We now come to the total sheet of the estimate. Here again to avoid error or mistake all the different items which go to make up the complete job are enumerated in order. As the different items have been figured on the other portions of the estimate sheet there remains only the checking off of the totals and entering them in the spaces opposite the headings.

To the totals of labor and material we must now add the cost of the bond, if needed, and the inspection charges. Last but not least comes "overhead."

\*Details of estimating circuit work will be given in a later article.

		MATERIAL		LABOR	
Panels - Low Bid from R. Whyte Co.					
15 - lighting Panels				75 00	
1 - Power Panel				20 00	
4 - Motor Switches		1475 00		15 00	
2 - Service				20 00	
1 - Main Service and Meter Board complete with fuses				75 00	
		1475 00		205 00	
Bell Work -					
4 - 6" Bells and Mats 4.00 / 1.00		16 00		4 00	
3 - push buttons 1.00 / .50		3 00		1 50	
1 - Set Batteries & Cabinet 12 Batteries		10 00		3 00	
10 - outlet Boxes .15 / .15		1 50		1 50	
20 - L. & B. .03		60		—	
700 ft 1/2" Cond. .04 / .04		28 00		28 00	
3000 ft - 16 wire		20 00		15 00	
		79 10		53 00	
Public telephone Conduits					
300 outlet Boxes .15 / .15		45 00		45 00	
300 Bushed Brass Conns .30 / .10		9 00		30 00	
600 L. & B. .03		18 00		—	
7000 ft. 1/2" Conduit .04 / .04		280 00		280 00	
		433 00		355 00	
Bid of A. L. Snow					
2 House pumps with Motors and control panels complete		940 00		50 00	

Facing the tabulation opposite, the third page of the estimate sheet is given over to figures for panels, bell and telephone work, motors, and special items in connection with the job being figured

Here is the place where many a contractor stumbles. Every man has "overhead"—some more, some less. "Overhead" is the percentage added to cover the cost of office rent, office help, telephone service, liability insurance, traveling expenses, cost of soliciting business that you don't get, repairs and replacement of tools and ladders, and so on. You can reduce your over-

head but you cannot get rid of it if you are in business. We shall have more to say about figuring overhead in later articles. The main point here is not to forget to add it.

Also, and lastly, add your profit. Stand up for your profit. No man gets ahead by cutting his profit. The mere fact that work happens to be slack is no reason to go without a

profit. Your workmen do not take lower wages per day when work is slack. Neither should you. Over and above your salary, which is part of your overhead, you should take your fair profit.

Some contractors make it a practice to cut prices and their profit in dull times. By doing this they upset fair prices for themselves and the other contractor. If Mr. Brown wants his house or factory wired for the same price as you made Mr. Smith in dull times, he will not accept your excuse that you are busy now and must charge him more.

When your estimate sheet is made out in this form, don't forget to check it. It is important that all estimates be checked. If you have a man estimating for you, have him sign his name or initials on the sheet. It fixes responsibility and helps prevent mistakes.

To make your record complete and to tabulate your sheet for future reference, it is a good idea to have the headings shown on the end of the sheet.

The estimate sheet will cost you about two cents. It will enable you to take a set of plans of any ordinary building and estimate the cost without forgetting any of the items. In the next article will be described how to read and check the specifications and plans, and how the material is measured and transcribed to the estimating sheet.

### A House-Wiring Order by Long-Distance Telephone

During a recent house-wiring campaign a salesman with the Mahoning & Shenango (Ohio) Railway & Light Company in making his calls encountered one tenant, who occupied a residence, the owner of which lived in Pittsburgh, many miles distant. Undaunted, however, the salesman figured the job and later called the owner on the long-distance telephone; telling who he was, and explaining the electric company's housewiring proposition. In closing he quoted a price of \$54 for the wiring. In the next morning's mail there was a letter from Pittsburgh, with instructions to secure a wiring contractor to do the work as the salesman thought it should be done, and, furthermore, a check for \$54, being settlement for the work in advance.

TOTAL SHEET		MATERIAL		LABOR	
Circuit Work		387882		278258	
Feeders and Mains		139394		203200	
Service or Generator Cables					
Switch and Panel Boards		147500		205000	
Fixtures					
Lamps					
Bell Work		7910		5500	
Public Telephone System		43300		35500	
Private " "					
Clock System					
" "					
Engines					
Generators					
Motors					
Pumps & - House Pumps		94050		5000	
Foundations					
Board and R. R. Fare					
Totals M. & L.		\$820036		374878	
" Labor		374878			
Bond and Inspection		7500			
Total		\$1202414			
10% Overhead Expense		120241			
Cost		1322655			
Profit 15%		1983			
Bid		\$1520950			
Above Estimate Checked By	(E.L.)				
Contract Closed By	(H.F.H.)				
Closed Date	June 10-'15				
Date Work Started	August 15-'15				
" " Completed	Jan. 20-'16				

On the last or "total sheet," all the different items which go to make up the complete job are enumerated in order, as a safeguard against error. Since the different items have been figured on the other portions of the estimate sheet there remains only the checking off of totals and entering of these in the spaces opposite the headings



## SELLING FIXTURES TO HOTELS

Campaigning for Summer Resort Business—The Sales Follow-Up Methods of a Boston Fixture Firm

**T**HE methods employed by a successful Boston fixture house (the McKenney & Waterbury Company) in interesting summer hotel proprietors, clubhouse and tea-house managers, etc., in improved lighting, are thus described by the sales manager, who has made a study of the subject for many years.

"In the spring we mail a preliminary form letter, specially addressed, to each hotel proprietor, calling attention to the approaching tourist season and suggesting the advantages of up-to-date lighting as a part of the work of putting the house in order in anticipation of the expected guests. The question is asked: May we be of assistance in any way in preparing for your summer business? and the following hints are offered as important items to be thought of:

"Lighting fixtures in need of refinishing or repairing.

"Electric lamps in need of replenishing.

"Dining-room toned up by the introduction of individual table portables.

"Are your lounging rooms and office carefully and attractively lighted?

"Are there any shades broken or missing?

"We shall be pleased to be of service to you."

"Inclosed with the letter are printed folders or bulletins describing types of lighting fixtures which may be especially adapted to the particular case. During the past season or two the semi-indirect bowl with nitrogen-filled lamp, has been featured for the lighting of lobbies, dining and lounging rooms, this type of lighting having been almost universally adopted for these uses throughout the country by progressive managers who aim to have their houses in the up-to-date class. In connection with a recent campaign a 15-in. Colonial glass bowl pendant on three chains 36 in. over all, with 100-watt lamp, has been pushed, at the special price of \$5.50 with lamp, or \$4.50 without. The finish is old brass.

"As a means of securing the business of fixture installations in new buildings, whether they are hotels or other structures, the company follows

the Dodge New England building reports systematically and at once writes a personal letter to the owner, builder or architect, saying: 'We note you are erecting a building,' etc., and offering the services of the house in designing the lighting layout. A representative is dispatched to consult with the parties, if opportunity is offered.

### CO-OPERATION WITH CONTRACTORS

"The firm's regular practice is to circularize the local trade at intervals, and in case a local contractor has solicited the new business in sight, and has secured a chance to bid on the wiring and fixtures, the firm offers him the advantage of a lighting scheme different from the one it may have submitted directly to the owner or builder. The company's complete illustrated catalog is, of course, available to any prospect.

"The firm's sales force covering the territory often receives tips from the office as to the particular class, or seasonal business, upon which it is desirable to concentrate, and indeed the

Furnishings and Supplies

Furnishings and Supplies



**TO HOTEL MANAGERS**

We cordially invite you to visit our showrooms  
and view the largest and best stock of

**Electric, Gas and Oil  
Lighting Fixtures**

EVER ASSEMBLED BY ONE ESTABLISHMENT IN THE UNITED STATES

Our experienced men are ready at all times to offer up-to-date suggestions and help solve your lighting problems.

Write for Catalog if you cannot call

**McKENNEY & WATERBURY CO**  
Franklin St. cor. Congress, Boston, Mass.

A Newspaper Advertisement Designed to Seek Out New Prospects for Fixture Business

office in turn receives many valuable suggestions to shape its plans for business-getting, from its men who are on the road.

In connection with the McKenney & Waterbury Company's summer campaign, striking newspaper display ads. have been inserted in high-class daily newspapers, carrying matter of the tenor suggested by that shown in the newspaper advertisement reproduced at the top of this column.

### Hotel and Club Managers THINK THIS OVER

❑ Wouldn't your Office, Dining Room or Lounging Rooms be modernized and beautified by the introduction of the modern type of Semi-Indirect lighting as illustrated on opposite page? ❑ This type of lighting has been almost universally adopted for such use throughout the entire country by the progressive Manager that desires to have his house in the "Up-to-date Class."

❑ We are prepared to name you a price on this Fixture that will not deter you from placing your order or giving the matter your consideration. ❑ We have many other Styles but this is the one "GOOD BUY" of the Season.

Your Order will receive  
IMMEDIATE ATTENTION

**McKenney & Waterbury Co.**  
FRANKLIN and CONGRESS STREETS  
BOSTON, MASS.

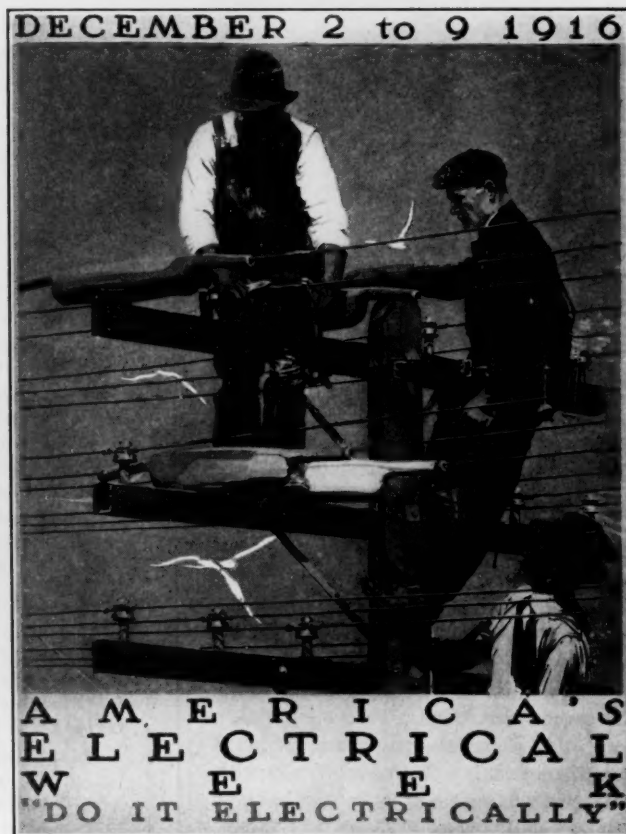
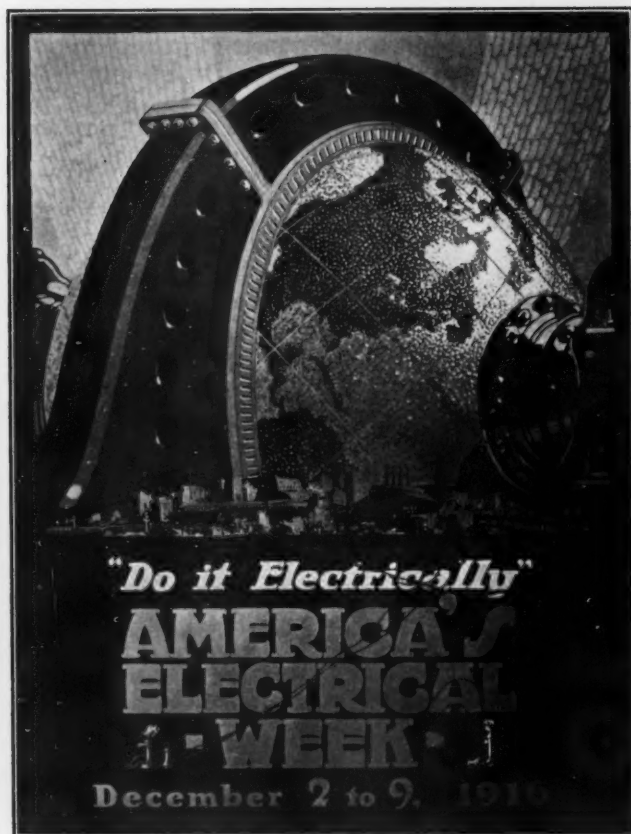
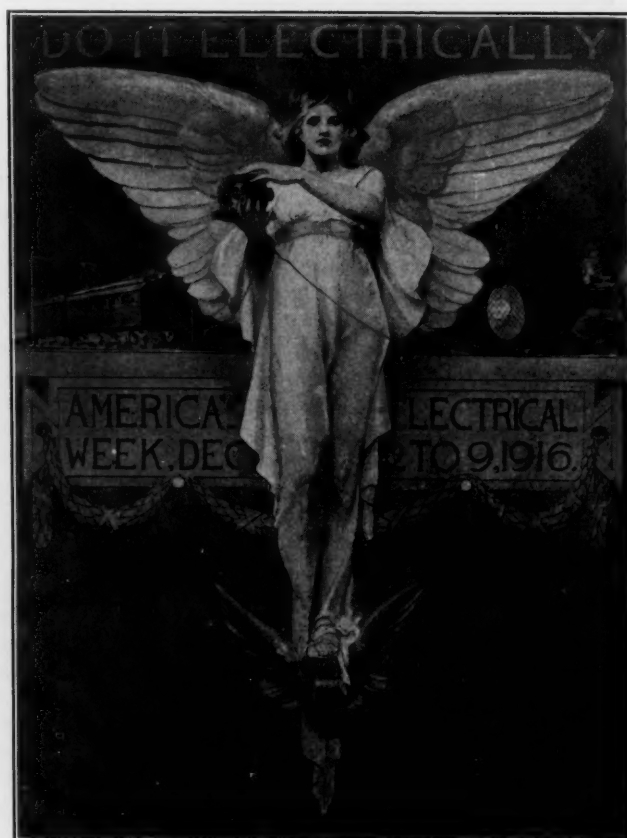
### PRICE

Complete with Socket and 100 Watt Nitrogen Lamp...\$5.50  
Complete with Socket, no Lamp ..... 4.50



M & W 20299  
3-Chain Hanger, 1 light.  
No. 4105, 15" Colonial Glass Bowl. Length overall 36"  
FINISHED IN OLD BRASS.

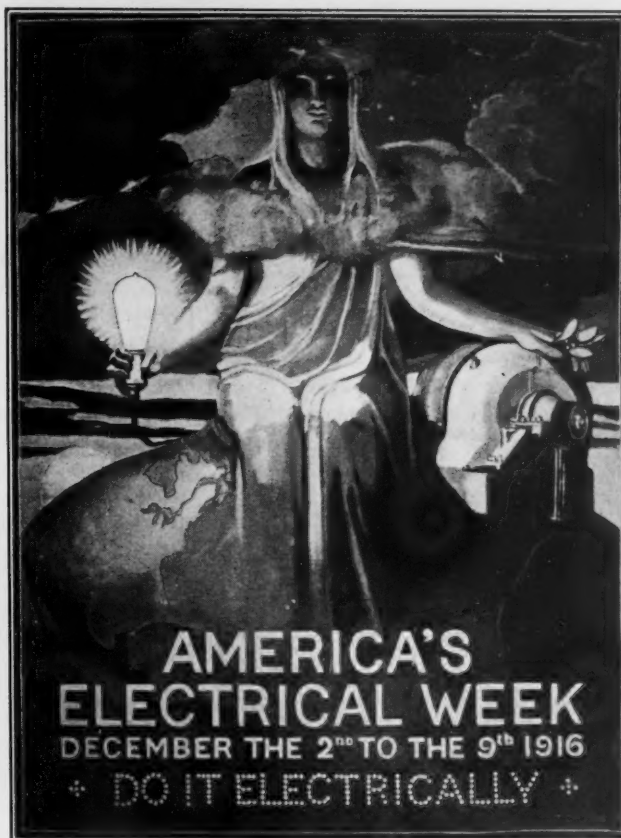
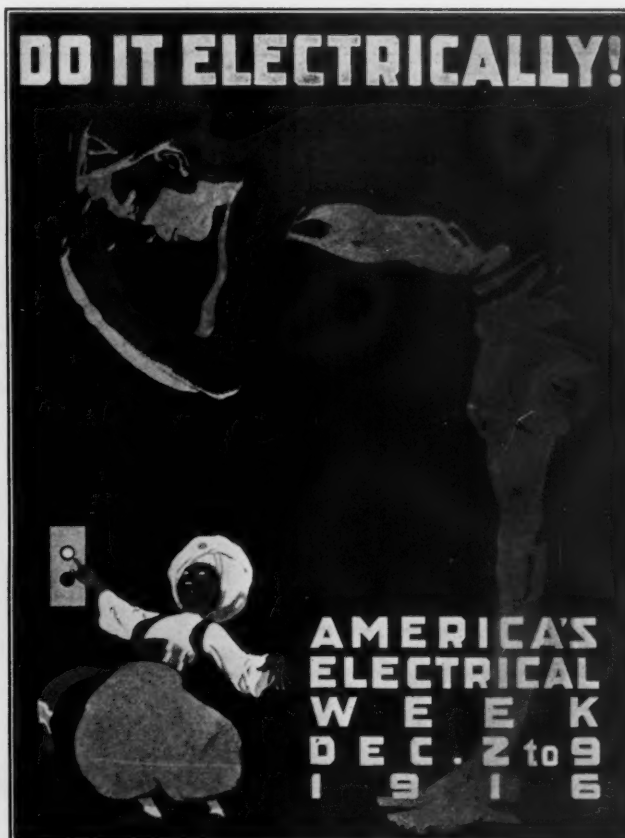
A Folder Detailing a Special Fixture Offer Addressed to Managers and Stewards



### Eight of the Eight Hundred Poster Designs Submitted in the Prize

Many prominent artists of America and Europe, as well as hundreds of younger designers and students, have submitted designs for the official poster for the Society for Electrical

Development's 1916 electrical week, in competition for the prizes, totaling \$2,200, which the Society has offered. Following exhibitions in New York and Philadelphia, the posters



### Contest for the Official "America's Electrical Week" Poster

are now being shown in cities of the Middle West. After the announcement of the prize awards by the judges, the poster designs not accepted by the Society will be for sale to the

public at prices already placed upon them by their authors at the time of entering them in the contest. In all, some eight hundred designs have been received.



List Price	DISCOUNTED NET PRICE									
	2 per Cent	2.1 per Cent	2.2 per Cent	2.3 per Cent	2.4 per Cent	2.5 per Cent	2.6 per Cent	2.7 per Cent	2.8 per Cent	2.9 per Cent
\$0.01	\$0.00980	\$0.00979	\$0.00978	\$0.00977	\$0.00976	\$0.00975	\$0.00974	\$0.00973	\$0.00972	\$0.00971
.02	.01960	.01958	.01956	.01954	.01952	.01950	.01948	.01946	.01944	.01942
.03	.02940	.02937	.02934	.02931	.02928	.02925	.02922	.02919	.02916	.02913
.04	.03920	.03916	.03912	.03908	.03904	.03900	.03896	.03892	.03888	.03884
.05	.04900	.04895	.04890	.04885	.04880	.04875	.04870	.04865	.04860	.04855
.06	.05880	.05874	.05868	.05862	.05856	.05850	.05844	.05838	.05832	.05826
.07	.06860	.06853	.06846	.06839	.06832	.06825	.06818	.06811	.06804	.06797
.08	.07840	.07832	.07824	.07816	.07808	.07800	.07792	.07784	.07776	.07768
.09	.08820	.08811	.08802	.08793	.08784	.08775	.08766	.08757	.08748	.08739
.10	.09800	.09790	.09780	.09770	.09760	.09750	.09740	.09730	.09720	.09710
.11	.10780	.10769	.10758	.10747	.10736	.10725	.10714	.10703	.10692	.10681
.12	.11760	.11748	.11736	.11724	.11712	.11700	.11688	.11676	.11664	.11652
.13	.12740	.12727	.12714	.12701	.12688	.12675	.12662	.12649	.12636	.12623
.14	.13720	.13706	.13692	.13678	.13664	.13650	.13636	.13622	.13608	.13594
.15	.14700	.14685	.14670	.14655	.14640	.14625	.14610	.14595	.14580	.14565
.16	.15680	.15664	.15648	.15632	.15616	.15600	.15584	.15568	.15552	.15536
.17	.16660	.16643	.16626	.16609	.16592	.16575	.16558	.16541	.16524	.16507
.18	.17640	.17622	.17604	.17586	.17568	.17550	.17532	.17514	.17496	.17478
.19	.18620	.18601	.18582	.18563	.18544	.18525	.18506	.18487	.18468	.18449
.20	.19600	.19580	.19560	.19540	.19520	.19500	.19480	.19460	.19440	.19420
.21	.20580	.20559	.20538	.20517	.20496	.20475	.20454	.20433	.20412	.20391
.22	.21560	.21538	.21516	.21494	.21472	.21450	.21428	.21406	.21384	.21362
.23	.22540	.22517	.22494	.22471	.22448	.22425	.22402	.22379	.22356	.22333
.24	.23520	.23496	.23472	.23448	.23424	.23400	.23376	.23352	.23328	.23304
.25	.24500	.24475	.24450	.24425	.24400	.24375	.24350	.24325	.24300	.24275

A sample sheet—showing method of assembling list prices with net prices—computed in discounts ranging from 2 per cent to 2.9 per cent by steps of one-tenth of 1 per cent. Mr. Tower believes that an 800-page book would contain the 660,000 net prices arranged as he suggests in his article. The details of the work are easily performed by an adding machine.

## A NET-PRICE BOOK FOR THE JOBBER

By GEORGE A. TOWER

President Tower-Binford Electric & Manufacturing Company

**T**HERE is a decided tendency among the manufacturers, jobbers and dealers in electrical lines to adopt the single discount as opposed to the cumbersome chain discount heretofore used. For instance, instead of quoting a discount of 50-15-10-5-5 per cent, a manufacturer would, instead, quote 65.5 per cent. While it is purely a guess, I believe it is safe to say that 80 per cent of the discounts now issued by the manufacturers are on the single basis. This change effects a considerable saving in time and makes for greater accuracy in quoting, billing and all routine transactions.

When chain discounts were the rule rather than the exception, the multiplicity of possible combinations made it impractical to provide tables of net prices that would be sufficiently complete to be of material value or few enough in number to afford ready reference. With the general adoption of the single discount, it has now become entirely feasible to provide and use such net price tables.

Books are available containing thousands of net prices figured at different discounts, but probably 90 per cent of these net prices cover chain discounts which are not only unavailable for the purpose but make such a book too

Mr. Tower writes out of his experience as a jobber in Richmond, Va. He suggests a plan for standardizing price lists which is definite and simple and which would reduce considerably the clerical cost of handling hundreds of items in electrical jobbing and retail establishments.

cumbersome for convenient use. The comparatively few net prices figured at single discounts are scattered in such a book, are not complete, and do not cover the range of list prices most convenient for the jobbers.

While, therefore, a practical plan has been wanting, the idea of net price tables is not original with me. All that my plan contemplates is to take advantage of the present trade tendency to discard chain discounts and by concerted action on the part of the jobbers, manufacturers and dealers to get price lists in the best possible shape for the convenience of the trade.

To provide such a net price table which will cover the multitude of price possibilities in the trade at first thought seems an impractical task. If any one individual set out to make such a book for his business the job

might not seem worth while, but if a national association, such as the jobbers, would undertake the work, the compilation of a suitable table would be practicable and the cost to the individual members reasonable.

Because of its value in the business I have suggested a book somewhat on the order of the Bankers' Interest Book. My general idea is that with the chain discount practically eliminated and a complete and conveniently arranged Net Price Book available, the electrical jobbing trade would be saved thousands of dollars a year in time and errors.

The first step in making such a book possible will be the securing of a single discount universally with the fractional percentage variations limited to one-tenth of 1 per cent. This latter point I believe is of as great importance as the adoption of the single discount. For instance, we now have to contend with such list prices as \$10.14, \$12.42, \$19.26, \$41.05, \$144.15, \$47.52, \$72.48, \$234.10, \$22.06, \$114.68, \$27.72, 67.5 cents, 12.5 cents, 23.25 cents, \$8.12, \$11.88, \$106.10, \$68.33, \$198.34.

All of these are actual list prices taken at random from various manufacturers' catalogs, and it is obvious that these lists could be revised to the

great advantage of all who have to do with quoting, billing, etc., and without in any way affecting the sale of the material covered.

A glance at the table at the head of this article gives an idea of the make-up of the book which such a standardization would make possible. Reading from top to bottom at the left we have list prices varying by 1 cent, from 1 cent to 25 cents. Reading from left to right across the column we have the *net price* figured at discounts from list varying from 2 per cent to 2.9 per cent in increases of one-tenth of 1 per cent. In other words, if an article lists at 9 cents, and the discount from list is 2.8 per cent, all we have to do to find the net price is to follow across the page from the left to the right and under the column headed 2.8 per cent we find the net price \$0.08748.

In discussing the cost and labor involved in the compilation of the Net Price Book, it will be noted that if we start at one-tenth of 1 per cent and proceed on up to 100 per cent in steps of tenths, there would be 1000 discounts to be figured.

As to the list prices to be figured at these various discounts, if we figure from 1 cent to \$100 in steps of 1 cent, there would be 10,000 list prices to be figured, but it is obvious that it would not be necessary to figure the larger amounts in steps of 1 cent; for all practical purposes many of the intermediate lists could be dropped; in other words, the lower lists could be advanced by steps of 1 cent, the next division by steps of 5 cents, the next by steps of 10 cents, and so on up.

Probably the following arbitrary divisions would meet all commercial requirements:

1 cent to \$2....	1-cent steps....	200 list prices
\$2 to \$10....	5-cent steps....	160 list prices
\$10 to \$20....	10-cent steps....	100 list prices
\$20 to \$50....	25-cent steps....	120 list prices
\$50 to \$80....	50-cent steps....	60 list prices
\$80 to \$100....	\$1 steps.....	20 list prices
Total .....		660

As each list price would be figured at 1000 different discounts, there would be 660,000 net prices to be figured; basing our estimate on other similar tables, there would be 840 net prices to a page approximately 9 in. by 11 in., making a book of 825 pages, or 413 leaves.

To state that there are 660,000 prices to be figured sounds rather discouraging at the first blush. But the process of arriving at the net prices is really an easy matter, consisting

as it does of simply adding a certain figure or certain figures over and over.

To sum up, in order to make a standard method of figuring net prices from lists practicable, it will be necessary by co-operative effort, first, to work out an arbitrary group of 660 list prices between 1 cent and \$100. This, in my experience, would meet all commercial requirements. Second, to eliminate completely the chain discount method of figuring net from list. At the present time the price situa-

tion focusses the attention of the trade on the clerical costs of figuring discounts on the existing basis. We cannot get away from the practice of using list prices and discounts, as this method of pricing goods is necessary to take care of the changing prices and to provide a flexible means of quoting the various classes of trade, but anything tending to simplify the work of arriving at the net prices and eliminating errors of figuring will be a decided step in the right direction.



Electric appliances displayed to interest the waiting public in an electric-railway station at Portland, Me. This picture holds a hint for many dealers and central stations who might thus capitalize local opportunities for reaching people in waiting rooms and other centers where the public has leisure moments to inspect appliances

### An Appliance Exchange with "Pulling Power"

By combining a street railway waiting room with an electric appliance exchange, the Cumberland County Power & Light Company, of Portland, Me., secures new business and additional customers. The two rooms merge insensibly together, as shown in the accompanying illustration, and the facilities for display are unusually good. The waiting room faces Monument Square, in the heart of the business district, and all street cars pass the door. Comfortable seats, parcel checking facilities, time-tables and a writing desk are provided.

Applications and information are handled at the rear of the exchange,

and the floor and baseboards are liberally provided with outlets for appliance demonstration. The equipment of the appliance exchange includes large plate-glass show cases, a wall cabinet, tables adapted to the display of portable lamps, window recess space for electric-range displays, and pipe-frame rack for showing the construction and operation of meters and the relative energy consumption of various apparatus. There are about fifty outlets, and the exchange is illuminated by eight 300-watt gas-filled lamps. Beneath each table for portable lamp, etc., display, are ten outlets. Seasonal exhibits are shown to appreciative visitors to great advantage, and the exchange is a natural tourist center in summer.



## SELLING "MONDAY-TUESDAY" APPLIANCES

Ten Foundation Arguments That Carry Over Every Obstacle the Salesman Meets in Campaign Selling to the Housewife

By W. E. BAYARD

**A** WELL-DRESSED woman walked into an electric store in a Pennsylvania city the other day and stopped to look at a washing machine. She turned to a salesman after a minute and asked, "What is the price of this machine?" She was clearly interested.

But the salesman answered, "Ninety dollars," and the woman smiled and walked away.

Just compare this with another incident. It happened in a central station salesroom in an Iowa town. A woman stepped up to a salesman and pointing to a washing machine asked the same question: "How much is it?" she said.

### THE BETTER WAY

But that salesman ducked the question. "Pardon me," he answered, "I'll just turn it on and show you how it works." He snapped the switch and started in to give a demonstration. He showed her what an electric washer will do—just how it washes, how it saves the wear and tear, how it actually saves money in terms of labor eliminated. He made the story interesting, a practical discussion of the problems of domestic laundry work, and in conclusion said: "Now,

madam, we sell this machine for \$10 down and \$10 a month for eight months. It enables you to purchase it for little more than you would pay your laundress for extra days required by the present method, and you buy it while you are using it. You get full benefit of it immediately, whether it is convenient for you to pay the full price at once or not."

That washing machine was sold. It was sold because the salesman not only made that woman want it, but he made her see the way to buy it and convinced her that she could afford to do so. The other man lost his opportunity for the simple reason that he failed to give the right answer.

The Monday-Tuesday work in every home is a woman's problem. The weekly washing and ironing of household clothes and linen, month by month, year after year, represents a task of big proportions and demands no small amount of management and supervision. It is a problem that is equally important and insistent in every household—for, rich or poor, or large or small—there are clothes to wash, and the ironing must be done. Therefore, every woman is interested. It is the salesman's own fault then if he fails to hold her attention long

enough to make her understand and appreciate the advantages of using modern electrical methods. And if she does understand it common sense should make her buy.

### ANSWERING THE FIRST QUESTIONS

The individual salesman has a mighty power in the unfolding of the market opportunity for this household laundry apparatus. On what he says in answer to the first few questions depends the sale in the majority of cases. On what he does to satisfy and overcome the argument that is offered by the prospect as the honest reason why she does not wish to change her methods, the chance for introducing the appliance in that home is risked. So the salesman must know what to say, no matter what comes. He must have the answer ready in advance. And when you come to analyze it, the number of these ready answers that he needs to carry with him is not large. Moreover, every salesman can prepare himself with little effort.

There are just about ten obstacles that try to block the sale of an electric washing machine or an electric flatiron or ironing machine. Consider them and how the answers can be given to the arguments.

The first great hazard in each case is when the question comes, "What does it cost?" Postpone the answer, as the Iowa man did. Deal with the others as they come.

#### No. 1—WHEN THE WOMAN SAYS—

**"I don't see how a machine like that can really do the work and get things clean."**

In selling a washing machine, start the wheels to turning and tell a human-interest story of how the water dissolves the dirt. The rub board has been used in hand washing only to save time but at the expense of wear and tear. If the water is allowed to dissolve the dirt the fabric does not suffer. In the machine the hot suds are forced through and through so rapidly that time can be given to the gentler method—ten minutes for ordinary clothes, or twenty minutes for exceptionally dirty ones. Explain about the quantity of clothes that the machine will wash at once.

In selling the flatiron, make an interesting presentation of the value of a constant heat that will not scorch nor slow down in the cooling. Explain the position of the element and how the point keeps hot and how that helps the work.

#### No. 2—WHEN THE WOMAN SAYS—

**"I guess the old way is good enough."**

Tell her how times have changed since those old methods were standardized. Modern electric methods were not then possible or they would have been adopted. Moreover, the cost of labor has doubled and redoubled until no longer comparable with "old times." The weekly laundry work has become a matter of too great expense. Resolve it into dollars and you demonstrate that old ways are not good enough at all—they are the methods that have been followed parrot-like for centuries. Ask your prospect, "Are you content to wash clothes as they did in Egypt and in India before the birth of Christ, and iron as your mother's great-grandmother did?" Make a short human-interest story of it. You can win the prospect to your point of view.



## No. 3—WHEN THE WOMAN SAYS—

**"It costs too much."**

Sit right down and calculate these costs. With a washing machine it is estimated that four-fifths the wear and tear on clothes is saved by the electric method. This is a money saving—easily \$50 a year in a family of five. The machine will buy itself in two years in money saved from buying new wash clothes. Then present the labor economy.

Your prospect pays her laundress \$1.50 to \$2 a day plus 10 cents for carfare and gives her two meals, a total value of \$2 to \$2.50 per day, two days per week, or say \$200 to \$250 per year for laundry labor. A machine will save one day each week,—for the laundress can positively finish washing and ironing complete for a family of five in one day. This saves one-half the present cost, or \$100. Interest and depreciation on the investment of, say \$85, is \$8.50. The cost of electricity for washing, at three cents per week, will total \$1.50 per year. The total cost of washing with the machine will therefore be just \$110, a saving of the cost of the machine in the first year, without thought of the economy in clothes.

## No. 4—WHEN THE WOMAN SAYS—

**"I don't need one because I have a washwoman come in to do my work."**

Ask her what she pays the washwoman and figure as above, how soon this money could be made to buy electrical equipment that will do the work better and relieve her of one-half the responsibility and supervision. Picture one-half the cash she now pays out as saved in a bank until the equipment is purchased, and offer her all the benefit of ownership meanwhile.

## No. 5—WHEN THE WOMAN SAYS—

**"I don't need one because my clothes are sent out to a washwoman."**

Impress upon her the danger of this practice, the risk that unsanitary conditions or disease in the washwoman's home may bring sickness into the house. Members of the laundress' family, too, often wear the clothes. Pieces are lost. Improper soaps are used and with the rub-board method wear away the clothes. These considerations make a powerful arraignment. And you can show that the money she now pays the washwoman would buy an electric washer and an iron as figured in No. 3.

## No. 6—WHEN THE WOMAN SAYS—

**"I send my wash to a steam laundry, so I don't need one."**

Play upon the fact that this method destroys the clothes more rapidly than any other, because the commercial laundries use strong lyes, acids and washing powders that are most destructive. Clothes are thrown together with clothes from other families, where disease may be prevalent, and articles are often mislaid to other homes. Each week, too, the clothes are gone for four or five days, which is most inconvenient. The cost, moreover, is very high, averaging \$3.50 a week for a family of five. In a year this will purchase electrical equipment plus the hire of a laundress one day each week.

## No. 7—WHEN THE WOMAN SAYS—

**"I don't believe my laundress or my maid could operate so complicated a machine."**

Explain in non-technical words the simplicity of the electric washer and the few things that have to be done to operate it. It is no harder to work the levers of the washer than to turn on a water faucet or a gas range, or to wind and set a clock. Ignorant negroes operate them. Chinamen use them. So can any maid with brains enough to cook.

Point out how this equipment frees one day of the maid's time each week, which relieves the housekeeper and saves a day of her time for rest and recreation. It also makes it possible to secure a servant of a better class.

## No. 8—WHEN THE WOMAN SAYS—

**"I am afraid that it would cost too much to do the work by electricity."**

Translate the cost of washing and ironing clothes by electricity into terms that she is sure of. Tell her it costs two pennies—less than the cost of a bar of soap—for current to run the washing machine each week. Translate the cost of using an electric iron into net cost per week, not by the so-much-an-hour basis. Explain why it will require fewer hours to iron the electric way than with a sad iron, by the elimination of all walking to the stove, and the slow work with a cooling or a too-hot iron. Show up the saving in gas or coal burned for old-method ironing, and the cost of scorching, now avoided. You can prove that electric ironing is not expensive, and that the comfort of cool work and few hours of ironing is a clear gain.

## No. 9—WHEN THE WOMAN ASKS—

**"How long will a washing machine last without getting out of order?  
How long will an iron do my work?"**

Tell her that one washing machine with a full load of both clothes and water has been in operation in a manufacturer's window display from 8 a. m. to 12 p. m. each day since June 1, 1914, a period equivalent to 50 years of ordinary service. Thousands more have been at work for five to ten years. Flatirons that were sold full fifteen years ago are still in use. And everything you offer her is covered by a liberal guarantee.

## No. 10—WHEN THE WOMAN SAYS—

**She already has a gas iron or a waterpower washing machine.**

You are fortunate in that she has already been converted to the more modern and efficient methods of household labor. It should not be difficult to arrange for a trial of this further refinement, this still more effective and economical appliance; and a trial in each case can be counted on to demonstrate the superiority of your device. Figure the saving in labor on a dollar basis and make the sale.

**C**ANNED salesmanship, the learning of standard arguments by rote, is not particularly appealing to the man of power and initiative, but he is a fool who does not scrutinize the obstacles he has to face, and arm himself with what he needs. Before all else in the sale of these so-

called Monday-Tuesday appliances you need an easy payment proposition that will make them salable to every home. Beyond that judgment should be used to take advantage of the favorable seasons. Work hard to interest all housekeepers, *right this month.*

But the most important thing of all

is what the salesman says when he comes face-to-face with the prospective customer. He must not only have enthusiasm—he must have trained his tongue to meet objections with true human-interest stories of experience as well as theory, that will bring conviction and a sale.

## A Talking Point for Motor Drive

**The Advertising Value of Electric Operation to the Customer—How the Motor, Power or Vehicle Salesman Can Sell His Prospect by Telling Him, Not About Electric Drive, But About What Electric Drive Will Do For His Business From a Publicity Standpoint**

**P**UTTING yourself in your customer's place is a mighty good thing sometimes. It has given many a power or motor salesman a new point of view that has meant business for him. Consider yourself in your prospect's shoes. Study his business from every angle—study his method of advertising, and find out how the electric motor will help him get more business.

Don't spend all your time making plant tests and talking to your prospects on decreased power costs and the convenience of motor operation. Show him the other value of the electric motor—the advertising value. In many industries and classes, this is a strong point; often the entering wedge to business when the power cost cannot be shown to be lower than in mechanical drive.

There are very few places where the electric motor has no advertising value, for that value is represented in cleanliness, up-to-dateness, and quality of work.

Many bakeries are using the advertising value of the electric motor to increase their business. One large Eastern bakery has built up a business second to none by advertising the purity and cleanliness of its bread. It has advertised by showing photographs of its electrically driven factory and by pointing out the absence of dirt-carrying belts and oil-dripping shaft-hangers. It has shown that electrically driven machines turn out bread "untouched by human hands."

Bill-posters, newspaper ads, car ads and sign boards advertise the cleanliness of delivery in electric vehicles. The flying grease and penetrating odors of horse-drawn and gasoline-engine-driven vehicles are not present in electric delivery. The driver has less cause for dirtying his hands than in a gasoline car where, even, it is often necessary to "tickle the carburetor." Breakdowns are unknown to electric vehicles, and, therefore, a positive time of delivery can be promised.

A large biscuit company has advertised the cleanliness and promptness of its local delivery as being due to its fleet of electric vehicles, photographs of which are distributed among customers and prospects. This fleet is illustrated in Fig. 1.

The absence of dirt-carrying belts insures cleanliness in a bakery using inclosed-gear motor-driven bread-molding machines. One of these machines is illustrated in Fig. 2. Another bakery advertises the quality of its bread, which is uniformly baked in a motor-driven rotary oven, shown in Fig. 3.

Progressive laundries have succeeded in increasing the number of their customers by advertising their spotlessly-clean motor-driven factories. Another point emphasized is the better quality of the work. The wash comes home cleaner and whiter, and there are fewer torn articles of clothing. The clothes are cleaner because of the absence of belts that carry dirt and decrease the light, and fewer pieces are torn and destroyed, owing to the evenness and automatic control of the speed of the laundry machinery. Fig. 4 shows a large laundry mangle driven by a variable-speed direct-current motor in one of these laundries already mentioned.

The cleanliness and quality of the coffee ground in machines driven by variable-speed electric motors is a talking point used by Park & Tilford, the great New York City grocery firm. The grinding room of this company, which is a New York Edison Company customer, is illustrated in Fig. 5. The man standing at the large grinder in the center is shown varying the speed of the grinder by a controller mounted on its side.

The advertising value of candy mixed in electric motor-driven machines was recently used by the same central-station company in landing a customer. This customer was the Ridley Candy Company whose motor-driven mixing machine is shown in Fig. 6. The better quality of candy

is produced in variable-speed mixers. A very close variation of speed is necessary and this can only be obtained through the refinements of electric motor drive.

There is scarcely a town that does not have a shoemaker's shop. There are many of these shops which have electric motor-driven sewing and polishing machines, and which advertise "Shoes Repaired by Electricity—While You Wait." Interviews with several owners of such shops indicate that a big business is produced by this kind of advertising.

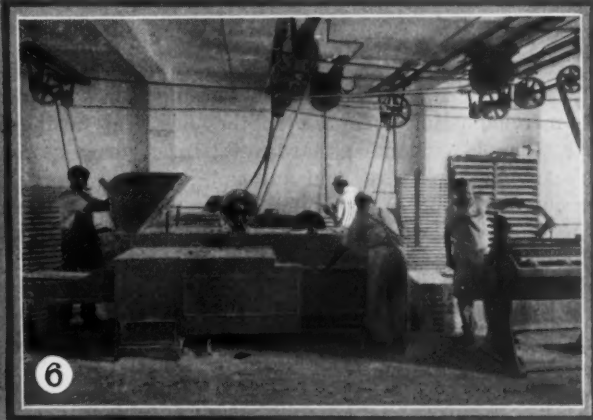
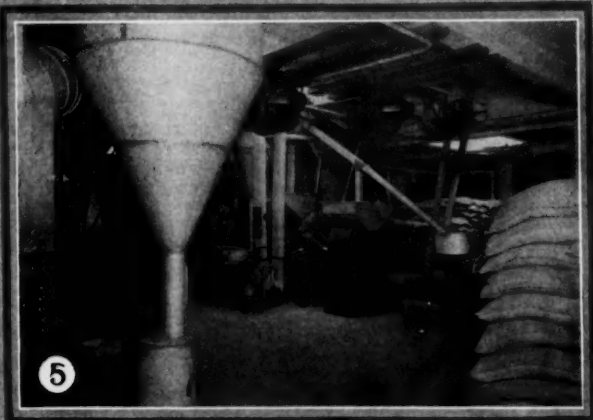
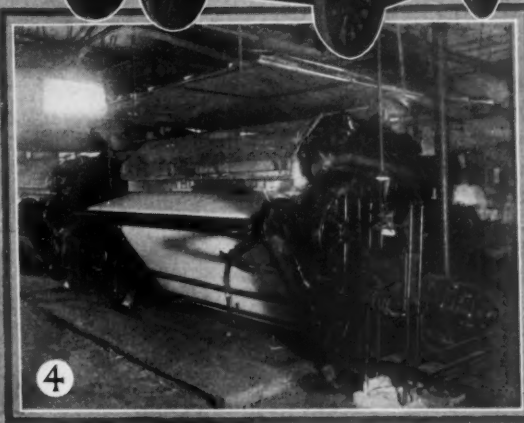
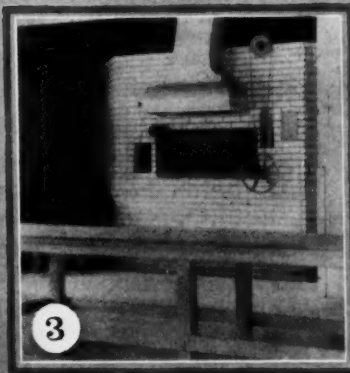
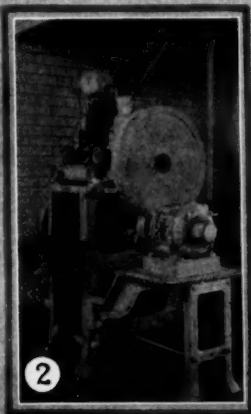
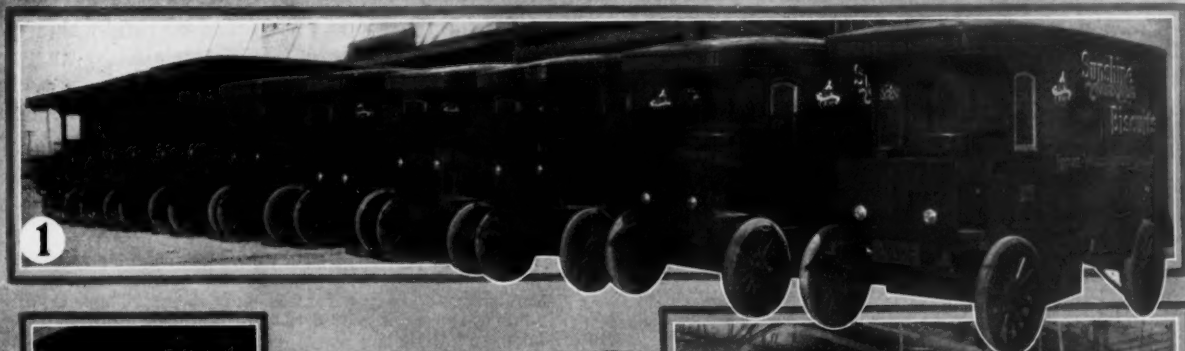
The concern that uses electric motor drive indicates in every case that it is alive and progressive. Electric drive is "the latest thing." The concern can advertise, for example, its up-to-dateness; its ability to handle any size of a job, because it can quickly enlarge the capacity of its plant and efficiently convey materials; its ability to better serve customers (breakdowns are less liable to occur); the better quality due to evenness and close control of speed obtained, and the better light and ventilation secured.

The dark and ill-arranged wood-working plant illustrated in Fig. 7 has no advertising value. It is unsafe to its employees; good workmanship is impossible with so little light, and production costs are high, owing to the losses in power during transmission and in the handling of materials. Real advertising value in "up-to-dateness" is indicated, however, in Fig. 8. The photograph of this plant suggests that this shop is able to handle orders quickly and efficiently, and secures better working conditions for employees.

A certain jobbing machine shop in Newark, N. J., that was struggling along was induced by a motor salesman to put in electric-motor drive and to rearrange its factory efficiently. By advertising this new "up-to-date" layout, which made possible a much better quality of workmanship at a lower cost, the concern was able to make its business a paying proposition in less than a year.

The above illustrations indicate a few of the many places where electric-motor drive is of advertising value. You motor, power and electric-vehicle salesmen, take a "flying leap" into your prospect's business and show him how the electric motor can increase his business—by the other value of motor drive—the advertising value.





Show the man who could use electric drive in his business, how he might profitably advertise the cleanliness, up-to-dateness and quality of his products, resulting from the use of electric service.



## Electrical Merchandising

THE MONTHLY MAGAZINE OF THE ELECTRICAL TRADE

Volume 16—JULY, 1916—Number 1

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### As the Editors See It

#### Getting In the Money

THE difficulties which the contractor combats in the collection of his money from the householders for whom he wires houses are a menace to his proper progress and prosperity. It curbs his power most lamentably. It involves the jobber and the manufacturer to serious extent. The price and the time of payment must be made an actual condition of each contract if the burden of slow pay is to be lifted from the shoulders where it lies.

Open-air carnivals these summer days offer first-rate opportunities for demonstrating electric ranges to the public. During an Iowa celebration one electrical man built a curb-side booth gay with flags and bunting, served electrically-cooked "wienies" free to all comers, and sold twelve ranges to interested householders.

#### The Other Man's Method

NOT all the clever salesmen, advertising men and store merchandizing men are in the electrical business. Their work is evident in hardware stores, drug stores, men's furnishing stores, and automobile supply shops in your own town and in your neighboring city. Nine times out of ten the other man's method that brings him business may be applied to the electrical business. Ideas are needed to sell goods. You can find ideas everywhere if you will look for them. "Adapt and adopt" has been a motto for many a business that is credited with unique methods. Try it yourself.

Put the high-school boys to work in your town getting extra outlet business for fans. Fix a schedule of extra wiring prices and pay the boys a commission. Dozens of porches need reading lamps—scores of dining rooms have no convenient outlet for a fan motor. Where you can't sell a fixture, sell an extension socket, anyway.

#### Sometimes Better than Location

ONLY a part of the store rent is paid to keep a roof over the stock. Another part is for advertising, and an outlay in skilful advertising for a side-street store can sometimes be made more profitable than location on a busy corner, for the added cost of a main-street frontage will work wonders spent in the local papers. A second-story store may be played up as making possible low prices. "The littlest store in town" has its advantages just as has the biggest, if capital is made of this distinctive point. Surely the best location for a store is the shopping center, but less money than this prominent position costs will often bring a better trade to you if spent in clever advertising.

#### For the Timid Male Shopper

MANY folk will pass your store by rather than go in and ask the price of some article which they have noticed in the window. They fear that it may cost more than they can afford. Merchants disagree as to the value of the price card in the window display, but male shoppers are particularly sensitive on this point. Cards of some kind should certainly be employed to lure them in.

How many people in your town have babies? Have you ever sent the mother a list of electrical conveniences for caring for the newcomer? There is, of course, the milk warmer, then the heating pad for keeping baby's bed warm on rainy summer days, also a small heater for warming water for baby's bath in his own room. Set yourself a quota you will sell this summer, and sell them.

#### Explaining Electricity to the Public

MANY circulars and booklets excellent in appearance fail in their mission of helping the customer understand a device because they describe the operation of devices in technical or semi-technical language. It is trite to say that watts and volts are "Greek" to the average user of electricity, for the problem is deeper than surface terminology. The average customer wants an answer to two questions: "How does it work?" and "How much does it cost?" Managers of central stations and manufacturers of appliances who furnish the buying public with descriptive pamphlets should keep these facts clearly in mind.

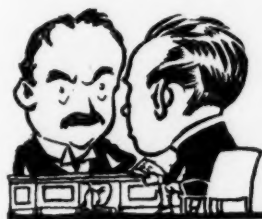
An electric fan blowing across a merchant's doorway will seal against the entrance of flies as effectively as a screen door. This month, when pesky *musca domestica* comes in swarms, offer to install for your merchant customers at a fixed price, a ceiling fan that, replacing the banging, repellant screen-door, will invite passers-by to linger in its breezes and to step through the wide-open doorway, to inspect in comfort the merchandise within.

#### Demonstration as a Way to Sales

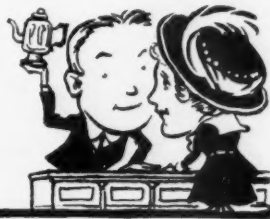
DOES the electrical industry carry the principle of demonstrating goods far enough in its selling? Would it not be possible to upbuild the industry faster if the demonstration idea were used more freely? Could not more companies profitably demonstrate the advantages of electric service by the use of the trial window-lighting and the trial motor-service installation plans of selling, and so on?

As we glance over the industries outside our own, this common selling principle of demonstration is seen in many sales campaigns: "Call on our nearest dealer and ask him to demonstrate the car." "You can use this talking machine a week and return it if not completely satisfied." These are phrases which the automobile industry and the talking-machine business have standardized. Demonstration is an easy start to a probable sale. It can be used more freely in the electrical business if all the conditions are analyzed. It must be remembered, for instance, that the cost of the current is an element in the demonstration of electrical equipment and apparatus that does not enter into the other lines. But the addition of one or two factors ought not to interfere with the further development of the demonstration method of selling.

## IDEAS FOR THE MAN WHO SELLS



Plans, Schemes and  
Methods to Increase  
Sales of Electrical  
Goods



### A Sample Ballot that Brought Business

It is not often that any candidate or any party can submit a ballot upon which all can agree and all can vote, but Charles E. Fiers, general manager of the Dodge County Power Com-

used by some citizens to eliminate undesirable non-electrical equipment. "The ballot was distributed," said Mr. Fiers, "to every home and every business place in Hayfield, while copies were handed out at the polling places. Prior to election day the Dodge County Power Company had had no wiring job for two weeks. The day after election the company was forced to add an additional man to its force, and within two weeks after the election the company was able to trace directly to this sample ballot more than \$400 worth of new wiring jobs and sales of electrical merchandise."

Sample Ballot	
Put a crossmark (X) in the space opposite the one you wish to vote for	
Electric Service for Home and Business	<input type="checkbox"/>
Interior and Unadorned Service for Home and Business	<input type="checkbox"/>
<b>For Lighting</b>	
Electricity (Safe, Sanitary, Convenient and Economical)	<input type="checkbox"/>
Kerosene (Dirty, Smelly, Unadorned and Unsafe)	<input type="checkbox"/>
Candles (Dangerous, Bottomless, Inconvenient and Unhealthy)	<input type="checkbox"/>
<b>For Heating</b>	
"American" Electric Iron (Safe, Clean, Speed and Easy)	<input type="checkbox"/>
BAD Iron (Slow, Wasteful of Heat, of Time and of Energy)	<input type="checkbox"/>
Gasoline Iron (Dangerous, Wasteful of Heat, Chummy to Hands)	<input type="checkbox"/>
<b>For Cleaning</b>	
The "Rural" Electric Suction Cleaner (Saves and Saves and Saves Everything)	<input type="checkbox"/>
The Carpet Sweeper (Limited to Level Floors with Carpets)	<input type="checkbox"/>
The Old Shabby Broom The Dust Rag The Carpet Beater The Dust Pan	<input type="checkbox"/>
<b>For General Comfort and Convenience</b>	
The Electric Fan	<input type="checkbox"/>
The Electric Toaster (Makes Toast on the Table)	<input type="checkbox"/>
The Electric Percolator (Makes Coffee on the Table)	<input type="checkbox"/>
The Electric Warming Pad (Takes place of Hot Water Bottle)	<input type="checkbox"/>
The Electric Stove (Cooks Anything)	<input type="checkbox"/>
The Electric Curling Iron (Puts the Beauty Lamp out of Business)	<input type="checkbox"/>
The Electrically Heated Shaving Rug (Hot Water is a Joke)	<input type="checkbox"/>
The Portable Lamp for Sewing and Reading	<input type="checkbox"/>
The Electric Motor for the Coffee Mill	<input type="checkbox"/>
The Electric Motor for the Food Chopper	<input type="checkbox"/>
The Electric Motor for the Sewing Machine	<input type="checkbox"/>
The Electric Motor for All Power Purposes	<input type="checkbox"/>
<b>For Immediate Action Regarding Home Wiring</b>	
NO/W (Electricity is going up to you almost daily)	<input type="checkbox"/>
LATER (To delay means to rob yourself of life's pleasures)	<input type="checkbox"/>
<b>For "Efficient Electrical Service"</b>	
DODGE COUNTY POWER CO.	
Electricity Makes Life Worth Living	

The All-Electric Ticket Voted by the Good Citizens of Hayfield, Minn.

pany, Hayfield, Minn., at the time of a recent election in his city, produced a ballot which was indorsed by the entire community and which was

mailing list. The Gee Company has followed this scheme for some months and has found it to be very successful in drawing customers to the store.

### "One Year to Pay—A Lifetime of Joy"

The Kansas City Light & Power Company used only a single method of advertising its house-wiring offer during a recent month—a street-car card with the following wording:

Wire Your House During June  
for \$15  
One Year to Pay  
A Lifetime of Joy

During the week following the first appearance of the card forty-nine contracts were signed. The average since last summer's campaign, before this advertisement appeared, had been less than twenty per month.

### How a "Special-Price Day" Helps One Dealer Sell

The Gee Electric Company of Wheeling, W. Va., makes each Saturday a "Special-Price Day," when an especially low figure is placed upon some such utility device as a vacuum cleaner, a toaster, or other appliance. This special price is featured by display, by advertising in the local press, by appropriate window trimming, and by circularizing to a carefully selected

### Making Use of Your Local Bank as an Exhibit Room

The First National Bank of Syracuse, N. Y., encourages the use of its handsome banking room as an exhibit space for mechanical devices manufactured locally or of interest to the local public. Recently an exhibit of electric dish-washing machines occupied the space opposite the tellers' cages. Taking a leaf from the note book of rural exhibitors of prize



An Exhibition of Electric Dishwashing Machines in a Leading Syracuse (N. Y.) Bank

pumpkins and roasting ears, the local bank should make an excellent display place for, aside from its central location, it is visited daily by representative and thrifty citizens who know what they want and can afford to buy it.

Will your local bank cooperate, as did the Syracuse institution, in a display of electric appliances to the citizens of your town?

### How a Jobbing House Presents Its Personality Afar



Making Good Use of the Back of a St. Paul Jobber's Letter Paper

The dealer or contractor who gets a letter from his jobber-distributor often has little idea of the equipment in buildings and stocks behind the written message. To afford its customers and friends who have never visited its St. Paul home, some impression of its comprehensive stock of electrical merchandise and up-to-date business methods, the Northwestern Electric Equipment Company reproduces on the back of its business stationery a number of pictures of its stockrooms, offices, and manufacturing and repair departments. Carefully written labels accompany the pictures.

### Selling Appliances by Groups

The Springfield (Mo.) Gas & Electric Company, while calling attention to the present high prices of all commodities made from metals, recently exploited a group sale of electrical appliances at reduced prices. The appliances when sold separately were

put on the usual prices, but the following groupings were allowed these reductions:

Group		Regular Price	Sale Price
Group No. 1	Electric Iron Grill Toaster	\$15.75	\$12.50
Group No. 2	Percolator Toaster Grill	\$14.25	\$11.50
Group No. 3	Vacuum Cleaner 6-lb. Iron Toaster	\$42.25	\$33.00
Group No. 4	6-lb. Iron Toaster	\$7.25	\$5.50

### When You Haven't Got It In Stock

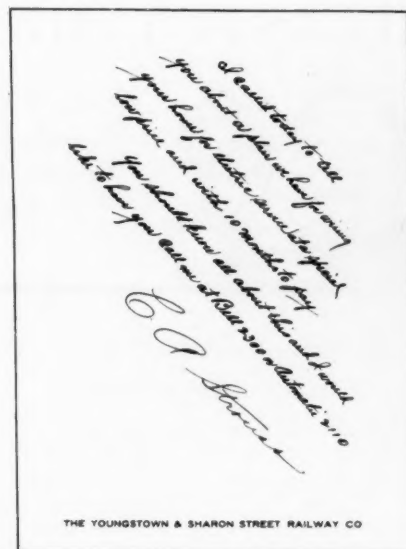
There are many new things in the electrical field, and the appliance dealer often has trouble deciding what to put in stock. He must be a good judge of human nature, so as to be able to determine whether a novelty has sufficient intrinsic value to make a permanent appeal, and he must also be able to view it in the light of the present and potential wants of his own customers. It is this selection of stock to sell that tests the ability of the merchant.

One good way to assist in buying is to have a record kept of all of the inquiries made for goods which are not in stock. No store has everything that is called for, and these calls are mighty helpful in showing the trend of the demand. If every salesman is instructed to make complete notations regarding the call, and, if possible, the name and address of the inquirer, the dealer will have some good information regarding the demand which may be expected to develop if he should put the article in stock.

### The Dealer Who Would Sell Fans Must Let the People Know About the Wares He Has for Sale



He Can Inform his Public by Sidewalk Signs, by Follow-up Mail Advertising, by Telephone Calls, and by All the Methods that will Remind Heat-stricken Humanity of Electric Comforts in the Days When Sidewalks Sizzle. Here Are Temporary Signs at Work



The Fac-Simile Note Left Under the Front Doors of Absent Prospects

### Arousing the Interest of "Not-Home" Prospects

The accompanying facsimile note is left at the homes of housewiring prospects at Youngstown, Ohio, when no one answers the salesman's call. These memorandums have proved to be interesting enough to a number of prospects to prompt them to call up the company's office to inquire further about wiring rates—usually ending in the signing of a contract for service. The body of the note is printed on the familiar blue memorandum sheet used by the electric-lighting company, and the signature of the agent is added in black ink, closely approximating the appearance of the printed message.





A Rail-less and Inviting Appliance Exhibit at the Newark (N. J.) Industrial Exposition

### Working Exhibit Booths That Invite Inspection

Too often the exhibitor puts up a wooden fence around his booth and the public gets the impression that it "mustn't touch."

At the recent industrial exposition in Newark, N. J., which marked the opening for the city's celebration of the 250th anniversary of its founding, the Public Service Electric Company staged exhibitions that made money and also furnished an extremely live list of names for service and for appliance sales. The sole reasons for this success, it is believed by those who were in charge, was that the exhibit was open and that personal handling of everything on display was encouraged on the part of visitors.

"Surely, it's easy to make toast with an electric toaster. If you don't believe it, come over here and try it for yourself." This was the spirit in which the electric company's exhibit was carried on, and as a result the booth sold \$1000 worth of appliances in three weeks.

### A Plan that Cuts Overhead and Increases Store Visitors

W. L. Cahill, who runs the Electric Shop at Dixon, Ill., rents one-half of his 30 ft. by 70 ft. salesroom to a notion store which handles everything from victrolas to dress goods. The tables and showcases on one side of the store's center aisle are filled with electrical goods, while from the other side are displayed gutta-percha reproductions of the voice of Caruso,

music of the Six Brown Brothers, hair pins, toys, and bolts of percale and cambric.

"Dividing the store has proved to be a good plan," declares Mr. Cahill. "It has reduced my overhead expense and at the same time has brought people to my store who would never come if the notion counter were not on the other side of the aisle."

### A One-Day Iron Sale that Added 3900 Kw. in Load

Five times in as many years, C. E. Michel, manager of the office sales department of the Union Electric Light & Power Company, St. Louis, Mo., has put on his annual electric flatiron sale; and as each previous sale had doubled the number of irons sold compared with the year before, so also did the 1916 sale of June 13 result in orders for 7110 irons as against 4273 in 1915. This year the advertisements run, the methods employed, and the general scheme of the whole sale, were all practically those used in former sales.

As in previous sales, a folding ironing board (priced at \$2.25) was given free with each order for an iron, and the special \$2.88 charge made for the standard household-type, 6-lb. General Electric iron (which is regularly sold for \$3.50) was made payable in four installments of 72 cents a month added on to the customers' light bills.

Of the 7,110 orders for irons, 3,383 orders were received by mail, the remainder being taken by telephone and personal calls. This means that on the one-day sale the company connected to its lines 3,910.5 k.w. additional off-peak load. If it is assumed that an

electric iron is used on the average of four hours a week, the annual consumption of energy represented by this additional load will amount to 815,384 k.w.-hr. per year.

### A Well-Tried Iron Selling Idea that Still Works

The Hartford (Conn.) Electric Light Company is putting out a large number of modern electric irons and in exchange is gathering in the obsolete types heretofore in use. During the past few weeks more than one thousand electric irons have been sold at \$2.50 each, less \$1 allowed for two or more stove irons, or for one charcoal, gas or gasoline iron. The company, in its advertised offer of the exchange allowance, specifies that three stove irons must be brought in to secure the \$1 rebate, but this rule is relaxed if the housewife has only two irons to offer. The chief objective is to get the old irons out of the hands of the users.

The lighting company's show-window contains a heterogeneous collection of the old-fashioned devices, aptly called "sad" irons, and in striking juxtaposition is a display of the attractive electrical appliances, which are exhibited on a revolving oak table about 3.5 ft. in diameter, rotated by a 1/16-h.p. motor.

The company has something like 5000 electric irons on its lines, and reckons their average yearly yield in income at about \$3.50 each.

It appears, therefore, well worth the cost of this tempting bait to get more irons in service, and the plan is new to any city where it has not yet been featured.



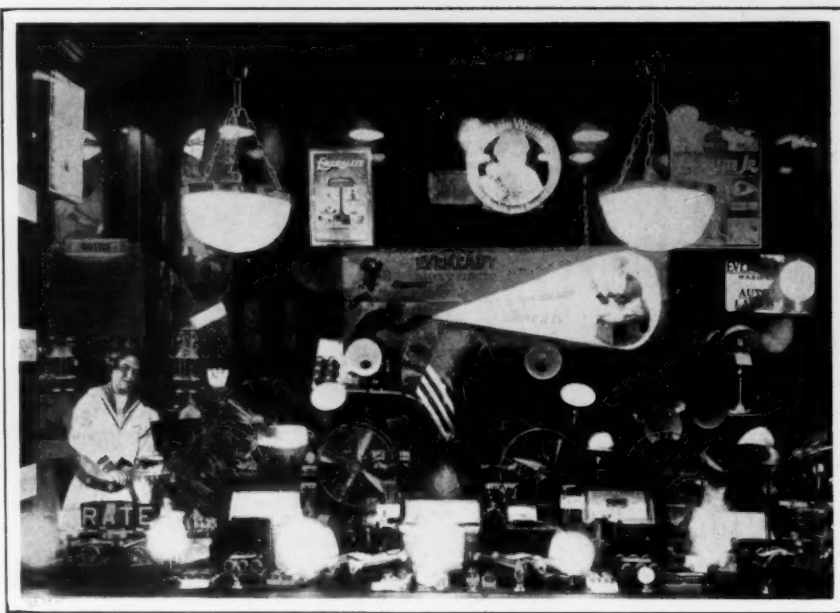
A Windowful of Old Irons Accepted by the Hartford Company and Credited in Exchange for Electric Flatirons

## SHOW WINDOWS THAT MADE GOOD

### A Display That Catalogs the Stock Within

Hardly a passer-by fails to stop and look at the window illustrated at the right. This window is a sort of catalog of goods sold in the store. Moreover, it is full of action to attract attention. The lower row of lamps light up in rotation and are controlled by a motor-driven flasher which also starts and stops several of the fans. The Hylo lamp goes on and off at intervals of a few seconds. The large fan blowing an American flag is in continuous operation. "Little Dorothy" moves in life-like fashion as she appears to pour a cup of coffee from a percolator. A clock-operated Dim-a-lite varies the intensity of light from the small desk-type lamp in the lower right-hand corner.

The owner of this store says he dresses his window to sell the goods (and it does!)—not to look artistic!



Flashing Lights and Swaying Fans Attract Attention to this Engaging Electrical Display

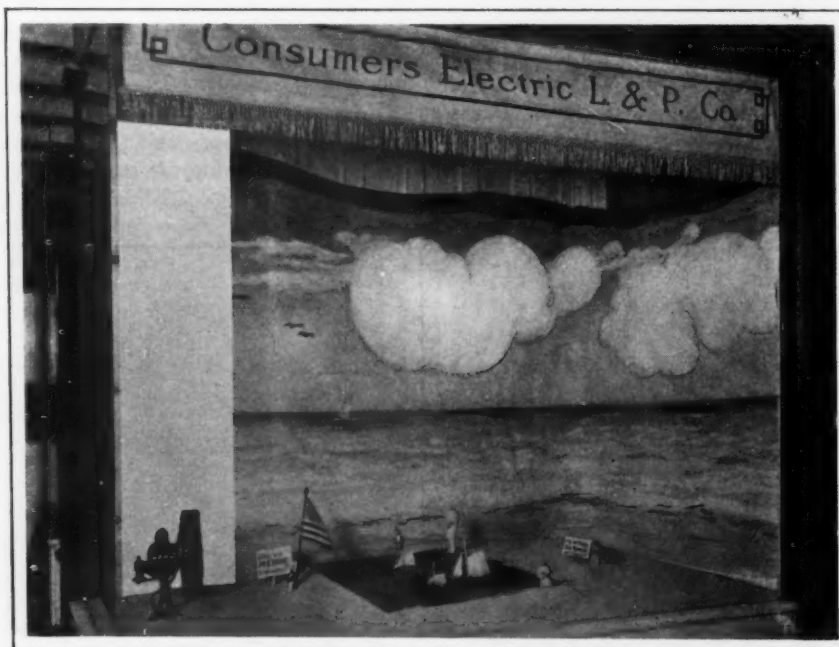
### A Window Novelty That Held Attention

An ingenious display made with one of those little motor-driven drink mixers used at soda fountains at-

tracted an unusual share of attention to a dealer's window on West Forty-second Street, New York City. The mixer and glass were mounted on a hollow pedestal, inside of which was concealed a tungsten lamp. A circular glass opening, exactly fitting the bottom of the tumbler, allowed the rays from this lamp to enter the liquid,

which, as it was churned by the mixer propeller, appeared like molten fire. A final touch was added to the effect by connecting both mixer motor and lamp through a thermostatic flasher, so that at frequent intervals the mixer would start, the liquid rise in the glass by centrifugal force, and the whirling fluid glow like molten metal.

### A Gulf-Coast Fan Window for Grown-Ups and Little Folks



A Fan, a Pan, Some Sand, Three Kewpie Dolls, and a Painted Ship upon a Painted Ocean, Were the Principal "Props" Required for this Attractive Window at New Orleans

### Show-Window Magic in This Cincinnati Vision of Household Appliances

No city in the country entered more into the spirit of the "Wire-Your-Home" Month idea than did Cincinnati. The Union Gas & Electric Company, which had been pushing a wiring campaign steadily since Electrical Prosperity Week, six months before, reinforced its efforts by intensive advertising in the newspapers, street cars and on the billboards. Many of the billboard displays featured a small house in which the windows were cut out and glass panes were realistically set in. Lamps placed behind the board gave the effect at night of a brilliantly illuminated house, an effect at once novel and attractive.

In connection with the general publicity campaign a window display contest was held. One of the most attractive and novel windows was that

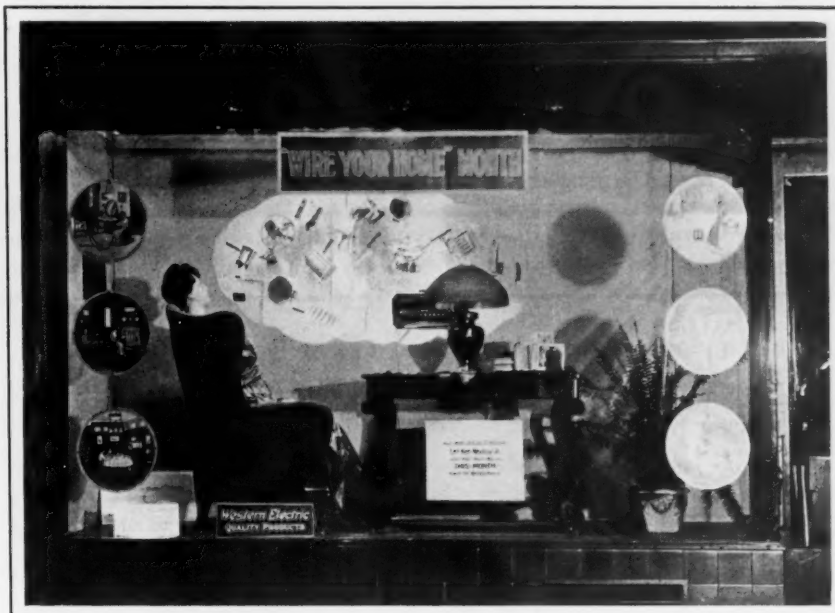


The Housewife Starts to Dream

of the local office of the Western Electric Company. The figure of a woman was shown reclining in an arm-chair in a living-room setting, and a card lettered:

*"Your Wife's Dream is Possible—  
Let her Realize It"*

was prominently displayed. The "dream" itself was cleverly worked out as illustrated, by means of an optical illusion—a section of the window background had been cut out to represent the wife's "vision," and miscellaneous electrical apparatus was arranged in a way to fill the space to advantage. By means of a flasher and mirror arrangement the electrical apparatus was flashed in and out of the cut so that the background was alternately first blank and then filled with the electrical appliances indicated. The window attracted much attention and was the center of an interested crowd every night it was run.



— Presto, Her Vision of an Electric Household is Realized by these Labor-Saving Appliances

### Cutting Cost of Good Window Displays by Exchange Plan

Twelve properties of H. M. Byllesby & Company, Chicago, each contributed \$5 to a pool, each property to produce a window to compete for one of three prizes of \$25, \$20 and \$15 cash. The display granted first prize was worked out by the Mobile (Ala.) Electric Company. The miniature washer was secured from the Hurley Machine Company of Chicago, a sign flasher,

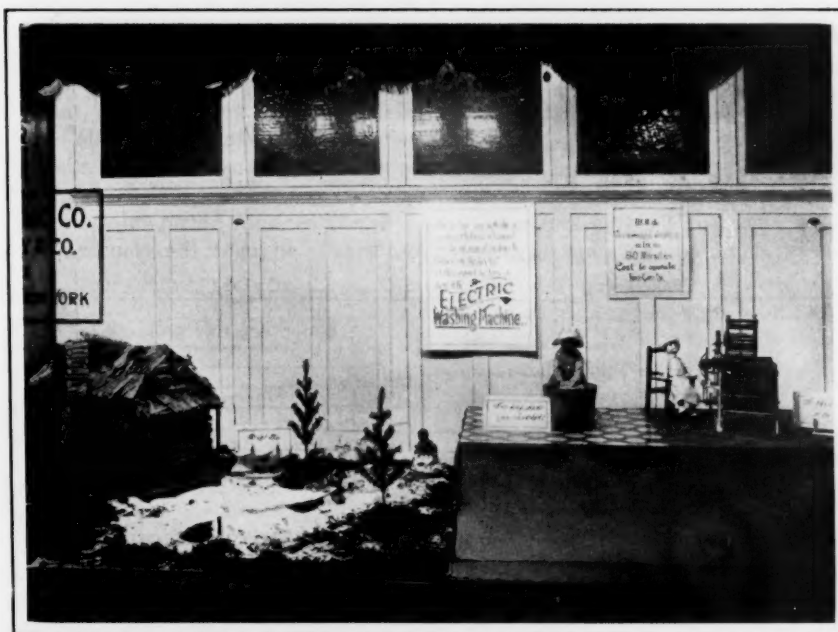
an alternating-current motor and a direct-current motor were taken from stock which was on hand and was not being used.

Practically all of the mechanical work was done in the company's meter department, including the construction of the doll mechanism. In operation, the doll at the washboard rubs the clothes in the tub and the washing machine turns at the same time. This motion is interrupted at regular intervals by the sign flasher. With the card beside the doll reading, "How long would your back last?" the inference is apparent.

The display was constructed so that it may be taken down or put together without instructions, and the motors which supply the power were provided to operate on either alternating or direct current. It was also suggested that where large window space is not available, the oldest of the three methods of washing the clothes may be omitted.

The cost of getting the display together and placing it in the window is itemized as follows:

COST OF WASHING-MACHINE WINDOW DISPLAY	
Labor .....	\$28.50
Material .....	.95
Express on miniature washing machine .....	1.38
Mirror .....	2.50
House .....	2.50
Lumber for case .....	3.80
Dolls .....	2.90
Linoleum .....	2.10
Crêpe paper .....	.15
Tacks .....	.15
Show cards .....	1.40
Moss .....	1.50
Shafts and bolts .....	.40
Clothes for dolls and basket .....	.20
Total .....	\$48.43



This Mobile (Ala.) Window Display Won First Prize in the Byllesby Contest





## BUSINESS SYSTEMS



Office and Accounting Methods—Time-Saving Schemes and Short Cuts—Forms and Records for Use of the Electrical Business Man in Office, Shop and Store

### A Voucher and Check Combined. Which Eliminates Receipted Invoices

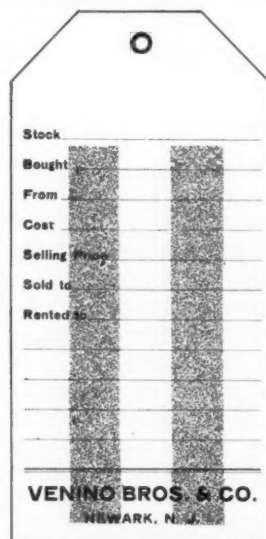
Much time and filing of receipts, and the wages of one clerk, are saved by paying all bills with a voucher-check, according to the Dielectric Company of America of Belleville, N. J. Reproduced herewith is the combination voucher and check form with which the company pays all bills. The check is made payable at the bank named and money cannot be collected on it until the payee signs a receipt-in-full in the lower left-hand corner of the face. On one end of the space above the check provision is made for all indorsements, and on the opposite end are spaces for the voucher number, name of payee, and amount. On the other side of the check the company typewrites copies of the invoices. Space is allotted for deductions for cash, freight and express discounts and for the net amount.

These vouchers come bound in a book which provides perforated stubs from which the vouchers are torn. On the stub is written the voucher number, the date, the amount, the name of the payee, the kind of material, and the name of the department to which charged. When the voucher is returned from the bank it is pasted back in the book on a blank page which is bound in between the vouchers for this purpose.

### Color Tags to Identify Motors Carried in Stock

Much time and labor are saved by the "color tag" system of tagging motors used by Venino Bros. & Co., of Newark, N. J.

This company carries a stock of



The Two Vertical Red Bars Indicate a Two-phase, 440-Volt Motor

about one thousand new and second-hand motors in sizes of 1/20 hp. to 200 hp., and of all types and voltages. Although a card-index system is used in the office for locating the motors, it is often found necessary to inden-

tify the machines quickly from the shelves, and for this purpose the system of colored tag cards was developed. The speed and horsepower of each motor are stated on the back of its tag, the following color scheme of tags being used:

Vermillion	D.C.	500 volts
Pink	D.C.	220 "
Purple	D.C.	110 "
White (two red stripes)	A.C. 2-ph.	440 "
White (three red stripes)	A.C. 3-ph.	440 "
Blue	A.C. 1-ph.	220 "
Gray	A.C. 1-ph.	110 "
Yellow (two red stripes)	A.C. 2-ph.	220 "
Yellow (three red stripes)	A.C. 3-ph.	220 "
Red	Electro-plating dynamo	

When a motor is rented, the date and the name of person or firm to whom it is leased are marked on the card, and the tag is filed in the card index next to the card bearing the motor's stock number. When the motor is returned the tag is re-attached to the machine and the date of return indicated.

### One Sales Manager's Index of Electrical Information

"The sale of electricity is really a sale of service," points out the Glenwood (Colo.) Light & Water Company in a folder sent out to its customers, "and the term 'service' in our minds includes many things, one of which is being able to furnish information about ways in which electricity can be used; the best and cheapest way to use it; and what will be the cost.

"Great minds are at work developing the uses of electricity—Edison, Steinmetz, and dozens of others—some of them working independently, others in charge of great experimental laboratories maintained by manufacturers. Electrical journals and bulletins spread news of their discoveries.

"Electric light companies, large and small, all over the country, are

The Two Sides of the Combination Voucher and Check Used by the Dielectric Company, Avoiding the Need for Receipted Invoices

trying out these new things, and report their experiences to national co-operative associations like the Society for Electrical Development.

"We are in touch with all these sources of information. Every scrap of this material is carefully indexed and filed for quick reference, and by this means we have accumulated an office library that is proving of immense value to our customers. 'Can I use electricity for doing this?' and 'What will it cost to use electricity that way?' are questions we can answer by telling you how it has been done elsewhere, and what it cost to do it."

### A Handy Contract Form for Service Extensions

The Hartford (Conn.) Electric Light Company makes line extensions in cases where customers guarantee business sufficient to repay the cost in three years. When the extension is run for the benefit of one customer and others are later added to the line the man for whose benefit the line was constructed has his account credited with the amount received from the others, at the end of the year.

A convenient form card, 5 3/4 x 7 in., of light index bristol, is used for this class of business. On one side is the agreement form and on the reverse are the name and address of the party agreeing to the contract, together with the record and bookkeeping data in connection therewith. Spaces are provided for the names of customers served by the extension, and on the back is a space 5 3/4 by 4 1/4 in., which

Contract Folder-Card for Recording Customers Served by Extensions of Lines

is blank, for the drawing of a map of the extension and its relation to roads and adjacent property. The card is folded in a pocket-sized double folder, a flap and slot being provided to fasten it together when filed.

Manufacturer's Form for Facilitating Handling of Dealers' Requests for Printed Matter

### Handling Dealers' Orders for Imprinted Literature with Dispatch

In the Chicago publicity office of the Westinghouse Electric & Manufacturing Company, a plan for handling orders from dealers for various kinds of advertising literature imprinted with the dealer's name has been worked out in a way which reduces to a minimum the amount of handling of stock and time required before shipment. When the order comes in from the dealer, four copies of the accompanying requisition blank are made up. The publicity manager retains one copy and the rest are sent to the warehouse, where all advertising matter is stocked the same as any electric equipment or electrical supplies.

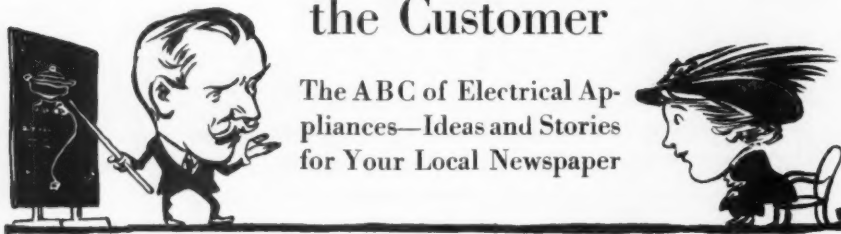
The stock clerk fills the order, sends the folders to the printer and signs and returns his copy of the requisition to the publicity manager, so that the latter knows the work is in the printer's hands. The printer runs the order through the press, fills in the cost on one copy of the requisition and re-

turns it to the publicity manager and keeps the fourth copy for his own files. The printer then ships the order to the dealer direct from his shop, and the printer's bills are checked against the figures he placed on the returned requisitions.

### The Value of a Trade Mark to the Dealer and Jobber

The advantage to a contracting or jobbing house of having a uniform design or "trade-mark" used in connection with all its publicity material must be obvious to even those who are not advertising experts. Such a device, which is very familiar to the Boston public, and to the trade generally, is that of the McKenney & Waterbury Company. The design is particularly effective, portraying an attractively designed fixture projecting its rays on the globe, with the words "We Light the World." The design is used by this firm of fixture designers, manufacturers and jobbers on all its newspaper advertising and on its cards, letterheads and bills.

## "HOW IT WORKS" Explained for the Customer



The ABC of Electrical Appliances—Ideas and Stories for Your Local Newspaper

### What Is a Fuse—and Why Does It Blow?

To How Many Families in Your Town Does This Little Lesson in First Electrical Principles for the Household Apply?

Like every up-to-date family you probably have in your home an electric iron, an electric toaster and an electric percolator.

On some sunshiny Tuesday morning, let us say, when Freda the Finn is busy in the laundry plying the iron, your wife proposes an all-electric breakfast cooked by yourselves right at the table. Accordingly you soon have the percolator bubbling gaily, and then you switch on the toaster.

But five minutes later, looking up from your berries and cream to watch the progress of the toast, you discover it bears no tint or hint of browning, while a careful touch reveals the toaster itself as cold as a mortuary slab. Busying yourself vainly with cords and plugs for a moment, you next note, for the first time, that the coffee is now percolating with diminished vigor.

At this juncture your wife emerges from the stairway to the preserve closet to say that the light down there "just went out" and that she heard at the same instant a funny little sound—something like the sneeze of a locked-out house-cat—up near the electric meter.

#### "THE FUSE IS OUT"

In short, to use the electrician's term, "a fuse has blown." It "blew" because you unthinkingly tried to operate so many appliances at the same time, over wires originally intended to carry barely half that "load." The blowing of a fuse, understand, is neither a catastrophe nor a penalty for misdemeanor, as you may have supposed, but merely a friendly warning that you were trying to use more electricity than was good for the wires.

The friendly fuse, you see, blows

only when there might be trouble—and after it has blown there can be no trouble. So the blowing of a fuse is simply the operation of a safety device. As long as the fuse is there waiting, trouble has no chance!

The fuse itself is a little wire, mostly lead, across which the current is made to flow on its way from the supply wires to your lamps and sockets. If the current or load becomes large, the fuse heats up, like any other wire. And since it has a low melting point like soft lead-solder, it will, if sufficiently heated by a large enough current, melt in two and open the circuit. So, with a gentle "p-fff" (that comparison with a kitten's sneeze is not far off) out go your lights!

#### "THE WATCHDOG OF THE WIRES"

The fuse, you see, protects the wires from possible abuse through "overloading" them with too many lamps or appliances. Try to turn on too much "load" and, presto, the supply of electricity is, by the fuse's blowing, automatically disconnected—to remain so until the burned-out fuse is renewed. And then again, should two wires of opposite polarity accidentally get together (starting a current flow many times that taken by all your heating appliances) the watchful fuse would also blow, cutting off the electricity and rendering the "short-circuit" harmless. Ever, you see, the little fuse—"the watchdog of the wires"—waits, ready to protect your premises against yourself and accident.

Fuses, of course, come in various sizes, and—much as pipes are rated in inches diameter—fuse sizes are rated in "amperes." Your fuses should be small enough to "blow" before your wires can become heated

through overloading, and yet large enough to let you use as many lamps or appliances at one time as may be prudent.

#### KEEP SOME EXTRA FUSES IN THE HOUSE

When you add a heating appliance or a motor-driven device like a vacuum cleaner, to your home equipment, make sure your fuses will "carry" it. For example, on ordinary house circuits, a toaster or iron takes about 4.5 amp. If that circuit is protected by a 6 amp. fuse you must, obviously, avoid using more than one appliance on the circuit at the same time.

Get your fuses large enough to avoid the nuisance of their blowing when only one appliance is being operated and your usual number of lights are on. And take care to have a few extra fuses handy, near the fuse box, so that a burned-out fuse can be quickly replaced by another fuse of the proper size. Do not, and allow no one else to, put anything but a proper fuse in your fuse block.

And, remember, the time to get your fuses is before you need them.

### Electric-Cooking Hints that Will Save Electricity

The woman who cooks with an electric range for the first time should be given careful instruction in its use, for the arts of cooking by electricity and cooking with coal differ widely. One electric-range manufacturer, the Globe Stove & Range Company of Kokomo, Ind., in a folder addressed to its customers offers the following excellent suggestions for conserving the consumption of electricity which apply to almost any type of electric range.

"In boiling operations, bring liquids to boil on 'full' heat. Then switch to 'low.' This cuts down the current consumption by three-quarters—an immense saving. 'Low' heat will keep the water boiling.

"Do not allow liquids to bubble-boil. This is entirely unnecessary. By so doing, you are merely turning the water of the liquid into steam, where it is wasted. No matter how much current is applied, the liquid cannot be made hotter than the boiling point.

"Many housewives believe that the food is not cooking unless the water is bubbling furiously. This is a mis-



take. If the water is steaming, it is plenty hot enough to do the work, and current is saved.

"Turn current entirely off about ten minutes before through boiling. The heat stored in the unit will keep the liquid at the boiling temperature for the remainder of the cooking operation.

"Use flat-bottomed utensils, preferably those made of steel or aluminum. These are to be preferred to porcelain ware, for they conduct the heat better.

"Do not use too much water. This is extremely important. It requires a lot of electricity to heat the extra water and this heat is usually wasted.

"In cooking vegetables, these need not be submerged in the water. The steam will do the cooking. For instance—in boiling eggs—use only enough water to cover the bottom of the vessel—generally about half a cupful. This amount of water is quickly boiled and the steam does the cooking.

"The same principle applies to any boiling operation. Put a cupful of water on potatoes and see the result.

"Boiling is the most expensive operation performed on the electric stove, and the above instructions, carefully followed out, will cause a material saving in your bill for electricity.

"Do not heat a gallon of water if you need only a pint.

"The oven is the most economical part of the stove if properly used.

"Do not use water in roasting, as it is entirely unnecessary. The electric oven is an air-tight fireless-cooker, and the natural moisture of the meat is not evaporated, but is retained.

"When placing a roast in your oven, see that the indicator registers the proper temperature. After the roast has been in for about ten minutes, turn the current off. Do not open the door, but permit all the heat to remain inside the oven. Allow 15 minutes to the pound for cooking. When the roast is done, note carefully the results. Try this method and see for yourself.

"Bear in mind the operation and the methods by which you get the best results. In an electric range the results are always the same—the heat is constant. There is no variation of temperature. The same operations will produce the same results day in and day out."

## Shopping for Electrical Appliances

An Over-the-Counter Incident that Suggests the Value of Feminine Tact and Insight in Serving the Woman Customer

By Catherine Doscher

The increasing number of women in charge of appliance sales in electric shops and department stores is significant, and offers a suggestion to other enterprising dealers and electrical merchants who can utilize women's service in this work, for which they are especially adapted.

I had occasion to make some purchases in one of the big city department stores recently. For days I had been chided for my failure to remember that socket for one of the upstairs rooms, and then, just as the elevator man said, "Up"—for no reason whatever—I thought about that socket. Yes, I was told, they did sell electrical goods. The display of household appliances and the wide variety of them in the unusual environment of a department store astonished me.

An alert young woman quickly served me. While I was waiting for change a woman asked to see electric irons—"One of those small traveling ones," she explained. In the sale of this iron I was impressed with the necessity for almost complete knowledge of the device and its use on the part of the salesperson, and with the special fitness of a woman to sell household appliances.

"Four pounds is the weight of the smallest iron we handle. Here are two styles. This one is \$3.50 and that one \$4."

"Why the difference in price when the weight is the same?"

"Now this \$4 iron can, for instance, be inverted and used as a base for heating a small quantity of hot water in an emergency, and this opening serves as a curling iron heater. Then, too, it is more compact for packing in a trunk when traveling; the other with its inflexible handle is useful but does not lend itself so well to packing, as the protruding handle takes up more space and the iron is apt to shift around in the trunk."

"But I think a 4-lb. iron is pretty heavy to carry around. Is there not a 3-lb. iron made. It seems to me that I have seen them."

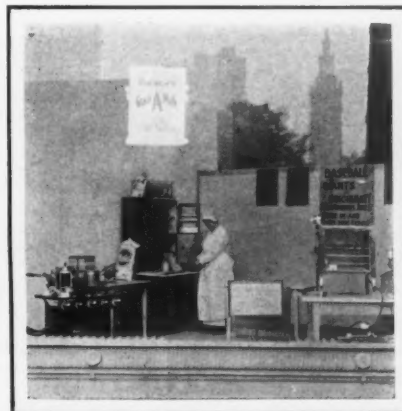
"There may be such an iron, but you would get just so much less pressure from a 3-lb. iron, and with a lesser heating surface than with this 4-lb. iron you could not press out much more than a ribbon or a handkerchief. With a good, firm 4-lb. iron even a cloth dress can be pressed with good results."

The \$4 iron was purchased, and while it was being wrapped the intelligent saleswoman said "Now this can be used on a 110-volt circuit and even up to 120 volts, but not, of course, on 220 volts. I think you'll find as you travel around that about 110 volts is generally found."

"Oh, I am glad you mentioned that," replied the customer gratefully. "I knew there was something I must be sure about asking when I bought the iron, but I couldn't think of 'volts.'"

## Getting the Woman Suffragists to Help Boost Electric Cooking

A big piece of electrically-cooked chocolate cake given free with every ticket to the suffragist baseball game at New York last month swelled the attendance at the ball grounds and incidentally aroused the interest of many downtown New Yorkers in electric cooking. An electric range with an oven door of glass, through which cake could be seen baking, a chafing dish, a double-boiler, a tea-kettle and an egg-beater constituted the electric equipment with which the cake was prepared in a downtown window. The New York Edison Company helped the suffragists arrange this show-window electric kitchen for the occasion, and also loaned them the range and other electrical appliances.



## SALES HELPS FOR THE DEALER



What the Manufacturer  
Offers to Help You Get  
More Trade



It is the conviction of most electrical manufacturers to-day that co-operation with the dealer is one of the most important features of their advertising and selling work, and that while goods sold to the jobber may be considered as "one-third sold"—and to the dealer as "two-thirds sold"—that not until they reach the consumer himself are they completely sold.

With this knowledge, many manufacturers are planning their various campaigns with an eye to the ultimate across-the-counter transaction, and so take every care to offer to the dealer sales helps which they think will be most effective in linking up his store with their general advertising and selling plan.

### ENLISTING THE "MOVIES," TOO

Some manufacturers furnish their dealers with advertising material consisting of electrotypes, cuts, etc., of their devices to be used on stationery and in newspaper advertising; with motion-picture films and lantern slides, with street-car ads, with price cards, with window transfers, with poster stamps, with window-display cut-outs, and with booklets, blotters and other "stuffers" with the dealer's name imprinted on them.

A successful window-display "cut-out" supplied by Landers, Frary & Clark of New Britain, Conn., to some of their dealers is shown herewith.



Window-Display "Cut-Outs" Furnished by an Appliance Manufacturer. Note also the Ingenious Clock Dial, Distributed by a Lamp Manufacturer, that Tells a Story to the Man Who Stops to Ask the Time.

This was used during a special one-month campaign on electrical appliances.

Several manufacturers employ a lecturer to travel about the country giving lectures and illustrating these with motion pictures and slides. These lecturers do no selling, but emphasize the labor-saving characteristics and superior points of their appliances.

### A SERIES OF SELLING LETTERS

"Pep"-producing sales-letters are, for example, being used to advantage by the Hurley Machine Company. These letters are sent to dealers' salesmen and tell them how to sell Hurley washing, ironing and cleaning machines.

Co-operation with the dealers is being accomplished in a novel way by the American Electrical Heater Company of Detroit by furnishing them with a flasher display case of the company's *American Beauty* electric irons. This handsome case, although designed for use on the counter, can equally well be used as the center of an attractive window display.

Special campaigns in conjunction with its dealers are now being carried on by the Western Electric Company. This company is sending out letters to its dealers showing them how to sell various appliances. Of particular note is the campaign now being launched on the combined sale

of washing machines and electric ranges. Special company soliciting salesmen are furnished to Western Electric dealers, and thorough advertising in local papers, combined with demonstrations of the devices, these special forces are producing sales. In addition, they are carrying on a nationally advertised campaign on electric fans. The company urges its dealers to avail themselves of these dealer helps. The postal reproduced herewith has been sent to dealers, and makes it easy for them to request the kinds of sales helps they can use to best advantage.

The General Electric Company publishes bi-monthly a dealers' newspaper of advertising suggestions. For special campaigns extra issues are published. This paper—*The Electrical*

**Western Electric Company** 1916

GENTLEMEN: Send me the following sales helps described in your table "Selling 1916 Fans" (Check "HELPS" wanted.) We are now ready to consider 1916 Fan Contracts. Please return completed card to: Western Electric Company, Dept. 100, 100 N. Dearborn St., Chicago, Ill.

Street Car Cards		Lantern Slides		Window Displays		Poster Stamps		Booklets		Blotters	
C 100	C 101	L 100	L 101	W 100	W 101	P 100	P 101	B 100	B 101	BL 100	BL 101
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Write name, address and city on back of card.

A Return Post Card which Makes It Easy for Dealers to Order Sales Helps. The Numbers Correspond to Illustrations in an Explanatory Folder Which Accompanies the Card

Advertiser—offers suggestions as to store and window display, and, furthermore, outlines various selling plans of which its staff is informed by salesmen on the road or by its friendly readers, who are encouraged to send in "experiences" which prove in many cases to contain valuable suggestions to other electrical merchants.

The Westinghouse companies are continually co-operating with their dealers. One such feature is the Westinghouse monthly calendar-card which is sent to dealers and salesmen. Besides the easy-to-read figures, showing the days of the month, talking points of some particular apparatus or material are given.

Practically all manufacturers are now co-operating more and more with the dealers in handling their products. New advertising ideas are brought out with but one end in view—that of assisting the dealer in creating more sales of the manufacturer's product. It is a useful form of advertising to the public, and it will pay the dealer to utilize these sales aids to the utmost.



## NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

Appliances, Socket Devices and Wiring Supplies Which  
Manufacturers and Jobbers Are Putting on the Market

### Electric Ironing Machine

The new and better way for the housewife to do her ironing is to use an electric ironer of the type shown herewith, according to an announcement of the maker, the Hurley Machine Company, 29 South Clinton Street, Chicago, Ill. With this "Thor" ironer, as it is called, 95 per cent of the ordinary family ironing can be done, and the work can be accomplished, it is asserted, at a rate of 8 ft. per minute. At this speed the average-sized batch of ironing can be done in ninety minutes, the manufacturer points out, with an expenditure of 2 cents for electricity and 1 cent for gas per hour. The gloss is provided by an ironing shoe which is heated by

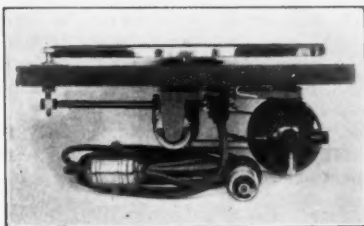


Motor-Driven Ironing Machine

gas, the exact temperature being obtained for most efficient ironing. The heated shoe is controlled by a pressure release device. The tension springs which provide pressure allow the shoe to take any thickness of fabric, whether it be handkerchief, sheet, or blanket. The machine is particularly well adapted for such work as tablecloths, napkins, curtains, towels, underwear, hosiery, fancy material, pillow cases, soft shirts, aprons, etc. All moving parts of the machine are inclosed, as shown. The frame is of heavy iron, and the shelves of galvanized sheet steel which is gray enameled. The switch is on top of the board in front of the rear guard. The ironing machine can also be operated from the motor on a "Thor" washing machine, if desired. The ironer is made in three sizes, one for the small family, another for the family of medium size, and the third for the large family or small institution.

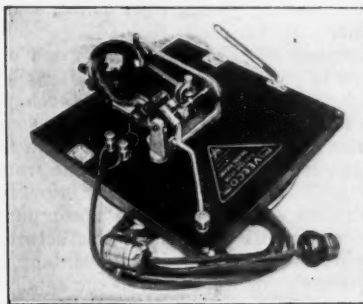
### Talking-Machine Motor

The "Veeco" electric drive for talking machines has recently been brought out by the Victor Electrical Equip-



Arrangement of Mechanism Beneath Talking-Machine Turntable

ment Company, 248 Boylston Street, Boston, Mass. The outfit, it is asserted, can be permanently installed in any talking machine in about five minutes. In installing the outfit the crank of the talking machine is first removed and the board holding the spring motor is then taken out; next the board holding the electric drive is put in place, the connecting cord run through the crank hole and connection finally made to the electric circuit. The motor for driving the talking machines is of the universal type and can be provided for any pressure from 6 volts to 250 volts. Fluctuation of current, it is pointed out, does not affect the tempo or pitch. The speed of the motor can be varied from 20 r.p.m. to 120 r.p.m. and can be started and stopped at will when the cover is closed by a switch in the cord. This makes it very useful for dancing and particularly for instruction work, as a special cord can be supplied of any length to allow the instructor to control the machine from any position



Electric Drive Applied to Talking-Machine in Place of Usual Spring Motor

in the room. By merely holding the edge of the turntable one can change the record without shutting off the current. In the event electric energy is not available, the spring motor can quickly be replaced.

### Socket with Porcelain Bushing

To meet the demand for a porcelain bushing that will serve as an insulating socket cap and strain-relief for the cord, Harvey Hubbell, Inc., Bridgeport, Conn., has recently brought out a line



Socket with Porcelain Bushing

of standard sockets of the type shown herewith, equipped with bushings as illustrated. The sockets may be secured with either the Hubbell "Presturn" or "Quick Catch" shell fastening. The manner in which the bushing serves as a strain relief is shown in the illustration.

### Electric Vacuum Cleaner

An all-steel-case vacuum cleaner has recently been placed on the market by the Hotpoint Electric Heating Company of Ontario, Cal. Though made of



Vacuum Cleaner

pressed steel, the cleaner loses none of the so-called flowing lines typical of the ordinary cast aluminum case, the manufacturer points out, and its nickel finish does not discolor light-colored rugs or fabrics. Attention is also directed by the maker to the fact that the pressed-steel case permits interior surfaces being made smooth, thus doing away with the possibility of lint or dirt clinging to the surfaces. The case is strong and durable. The cleaner is equipped with an air-cooled motor, air being drawn into the top of the motor housing, passing through the armature and out at the lower edge of the housing; contact brushes are thus kept free from dirt, it is claimed, lubricating troubles are eliminated,

ease of operation assured and life of the cleaner lengthened. Other notable features as pointed out by the Hotpoint company are the large fan made of pressed steel, the pear-shaped handle grip which fits the palm of the hand, the locking device on the handle which keeps the handle in any desired position, the self-adjusting stationary brush and adjustable rear roller which makes it an easy matter to keep the suction



nozzle at the proper distance from the nap of the carpet or bare floor. The floor wheels are equipped with all-rubber tires which will not mar polished surfaces. Use is also made of a double-lined dust bag which can be quickly removed for emptying.

### Inexpensive Types of Electric Ranges

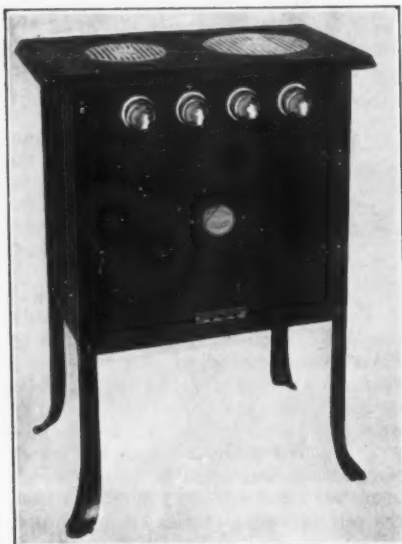
To meet a demand for ranges of the low-priced types, the Hughes Electric Heating Company, Chicago, has brought



Three-Burner Range

out four new models of electric ranges, which are to sell at lower prices than other ranges developed by the company. The new line consists of all-black-enameled ranges which are much lower in cost owing to the omission of fancy nickel-plated legs and trimmings, white-enameled splashers and other costly features. Another reason why these ranges can be priced so much lower is because their legs are not cast but are formed from angle iron.

The lowest-priced range of this new



Two-Burner Electric Range

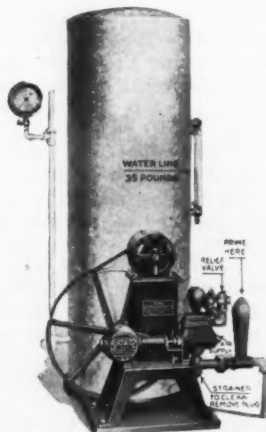
line is the "C 18." This range has a two-unit cooking surface, one unit with maximum rating of 1500 watts, the other of 880 watts. It also has a two-unit, 18-in. by 12-in. by 12-in. oven, each unit having a maximum rating of 880 watts.

The highest-priced stove of this group is the "C 4" which is of the cabinet type. It has a three-unit cooking surface, two-unit, 18-in. by 18-in. by 12-in. oven, outside elevated warming shelf and outside lower shelf. The maximum ratings of the cooking units are 1500 watts, 1100 watts and 880 watts. The oven units take 1100 watts each. The two other types vary in design and capacity between the small "C 18" and the larger "C 4" range.

To give some idea of the popularity of this inexpensive all-black-enameled line, it may be said that forty-two of the "C 4" type were sold recently for installation in the new Imperial Arms Apartments in Portland, Ore.

### Electric Water Supply System for Residences

The residence water system made by the Burnett-Larsh Manufacturing Company, Dayton, Ohio, and shown here-



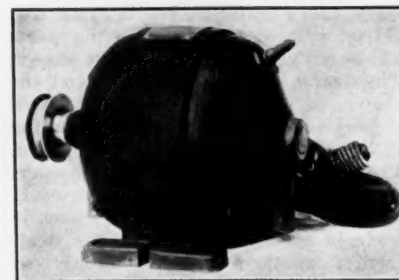
Automatic Electric House Pumping Outfit

with, consists of a single or duplex, double-acting pump, with motor, and a tank. It is used for automatically pumping soft or rain water from cistern to bathroom, kitchen and laundry, under pressure, and has been developed to fill the demand for a reliable, small outfit for residence service to take the place of water motor pumps and water lifts. The price of the outfit is practically the same as a water motor pump or water lift and, the manufacturers claim, it can be used to advantage at extremely low cost in even the smallest homes. The outfit is practically noiseless in operation. The pump is belt-driven by a Westinghouse motor operating on direct current or single-phase alternating current with heavy-duty overload starting characteristics, and designed especially for pump service. There are four sizes of pumps used with capacities of 100, 160, 200 and 360 gal. per hour, requiring 1/12-hp., 1/8-hp.,

1/6-hp. and 1/4-hp. motors respectively. The tanks furnished are either black or galvanized and have capacities from 40 gal. up. The vertical suction lift of the pump is 22 ft. The system is entirely automatic, the pump starting when the pressure in the tank falls to 22 lb. and, by means of an automatic electric switch, stops at a maximum pressure of 35 lb. In order to provide the necessary air pressure an air-pumping device is furnished. The pump is also equipped with a suction strainer to prevent pipe dope, scale, dirt and foreign matter from getting into the pump and fouling the valves. The outfit is furnished mounted on a heavy cast-iron container base. Connections from pump to tank, and between pump, switch and motor are made. It is only necessary to connect the suction to the cistern, the service pipe to the house fixtures, and the wires to the lighting circuit. Then by turning a switch the system can be put in operation and will thereafter automatically furnish all the water necessary for regular residence use.

### Splash-Proof Small Motors

A line of small alternating-current motors that are splash-proof and known as type CAH machines, has recently been placed on the market by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa. These motors are particularly adapted for use on washing machines, dish washers, water pumps, etc. As will be seen from the accompanying illustrations, the frames of these motors are so constructed that it is practically impossible for water to get into the motor. Forced ventilation, along the same lines as that successfully used in turbo-generator design, is obtained by a small blower and ample ducts, fully protected from liquids and small objects. Thus the frames keep the motors dry and the fans keep them cool, it is pointed out, under all operating conditions. There are no exposed electrical contacts, connections being made through cable or binding posts fully insulated against accidental shock. There are no rotating electrical contacts or brushes, thus decreasing renewals and the amount of attention required. Starting is accomplished by means of a switch that is frictionless except at the instant of opening or closing, making wear negligible. The operation of the switch is snappy, it is asserted, and the break



Small Motor for Washing-Machine Drive

quick. Lubrication is furnished by oil cups of large capacity. The motors are cool running, compact, sturdy, light, reliable, simple and easily operated, the manufacturer points out, and they possess a high starting effort, have ample turning effect to overcome peak load, and are of high efficiency and power factor. They may be arranged for side or inverted mounting by rotating the end brackets, and are provided with slotted feet for two-point mounting in addition to holes for four holding-down bolts. Direct-current motors can be furnished mechanically interchangeable with the alternating-current motors. Either a Hubbell plug and 10 ft. of reinforced cable, or insulated binding posts are furnished with each motor.

### Combination Gas and Electric Ranges

The automatic time switch for turning on the current and automatic thermostat to cut it off continue to be features of a new line of electric ranges developed by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa., while three-heat control for each heater in the ovens as well as on the stove top has been added. The most important of the new ranges are those furnished with gas burners on

The manufacturer claims that these are the only ranges approved by the National Board of Fire Underwriters.

Meals can be cooked automatically on these ranges, that is, the housewife can put the food in the oven at any time of



Fig. 2—Combination Gas and Electric Range

the day and set the clock for automatic starting at the proper hour, at the same time setting the thermostat to cut off at the proper temperature. Baking, roasting and boiling can be done in this way. When the proper temperature is reached, which requires ten minutes to half an hour, depending on the temperature required, the current is automatically cut off and from then on cooking proceeds as in a fireless cooker. The heavy heat insulation about the walls of the oven—2 in. of rock wool—causes the ovens to retain their heat for hours. Not only does this feature make the ranges convenient for the user, but makes a desirable load for the central station, inasmuch as the peak of the range load comes an hour and a half to two hours before meal time.

Cooking processes that do not require much time and for which the food cannot be prepared in advance, are performed on the stove top. For this purpose the electric ranges have two 8-in. and one 10-in. radiant heaters, each having a special three-heat indicating control switch. In the combination gas and electric ranges the stove top is provided with four gas burners, one of which is of extra large size with a small, specially controlled simmering burner in the center. All the burners can be lighted instantly by means of an automatic gas lighter controlled by a valve at the front of the stove which normally burns a very small pilot flame.

It is claimed that better cooking re-

sults can be obtained in the electric ovens than in those of a gas range owing to the fact that two heaters are provided, one at the top and the other at the bottom with baffle plates to provide a uniform distribution of heat. Pastry can be browned just as in any other kind of range. It is also claimed that food shrinks less in these electric ovens than in a gas oven, owing to the more flexible application of the heat and the fact that the oven is entirely inclosed except for a small ventilating pipe.

An important feature of Westinghouse electric ranges is the fact that they can be thoroughly scoured in every part. Everything, including the rack holders, can be removed from the ovens and the surface flushed with water without the slightest injury. There are no inaccessible places where dirt or grease can collect. About eighty-two styles and combinations of ranges are manufactured in these general models, some of the styles being illustrated herewith. The load varies between 2000 watts and 13,700 watts, depending on the size and style, and the load factor is said to be less than 50 per cent. As for operating expense, a large number of tests have demonstrated that the consumption of current averages between 75 and 100 kw.-hr. a month for the straight electric ranges.

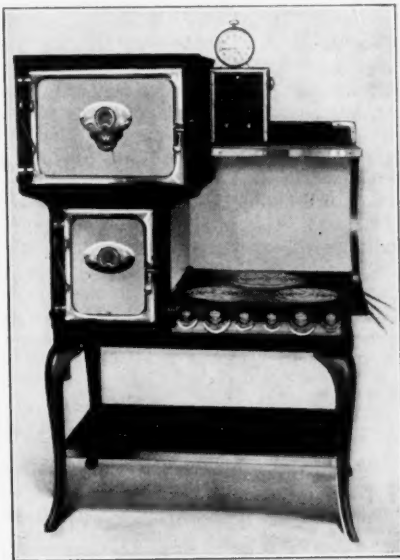


Fig. 1—Electric Range with Elevated Oven

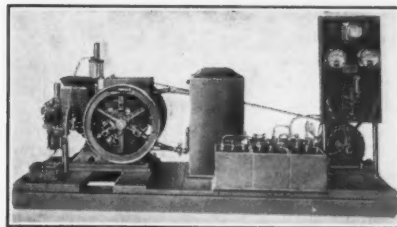
top and electric ovens, this combination being particularly adapted to localities where the cost of energy is high and, therefore, stove-top heating, which requires continuous application of heat, is rather expensive with electricity. The fireless cooker principle used for the ovens in connection with the thermostat cut-off, it is pointed out, makes the ovens very economical to operate.

All parts of the range are of metal, and while they are so constructed that parts cannot work loose, every part is quickly accessible for thorough cleaning and repairs can be made quickly.

### Small Belt-Driven Lighting Outfit

The "Hawkeye Special" lighting plant shown herewith is rated at 750 watts, and has been developed by the Warner Lamp Company, Davenport, Iowa. The generator is connected to the engine by an endless belt 12 ft. long and 2 in. wide. The engine is lubricated by an electrically controlled oiler, which is placed in operation when the generator starts, and stops when the generator stops. The plant works at a normal pressure of 30 volts.

The switchboard is equipped with two main-line fuses, a voltmeter which may be utilized for indicating the voltage of the battery and generator combined or either the battery or generator separately, an ammeter with a "zero" center, which shows the rate of battery charge on one side and the rate of discharge on the other side and switches. The switch in the center of the board is an automatic device of new design used to control the main circuit between generator and battery and also the ignition circuit of the engine. It is also employed as an automatic end-cell switch,



Engine-driven 750-Watt Lighting Plant



the manufacturer states, so that when an Edison battery is employed enough of the battery may be cut out and disconnected from the line while charging to prevent an abnormal voltage. With this automatic switch, the manufacturer further points out, there is no need of remembering either to close or open the end-cell switch, because it is impossible to start the plant without making the proper end-cell connection; likewise, it is impossible to stop the plant without making the proper end-cell connections.

The scale of the ampere-hour meter represents four-fifths of the capacity of the battery. At the charge side of the scale it is marked "full," and there is a contact pin which leads to the automatic switch magnet. At the other side of the scale is another insulated contact pin which may be connected to a signal bell, colored lamp, or any other means of sounding an alarm or giving a signal when the batteries are discharged as far as it is safe or advisable to discharge them. Provision has been made so that in case the lubricator should become empty, the crank bearing get warm, the ignition system go wrong, the belt break, or the gasoline supply become exhausted, the engine would be stopped and the battery disconnected from the generator. One of the main features of the plant, according to the manufacturer, is the electric governor, which is so sensitive that the full capacity of the plant in lamps can be turned off or on with less than 1 volt variation.

### Electrically Operated Remote-Control Switch

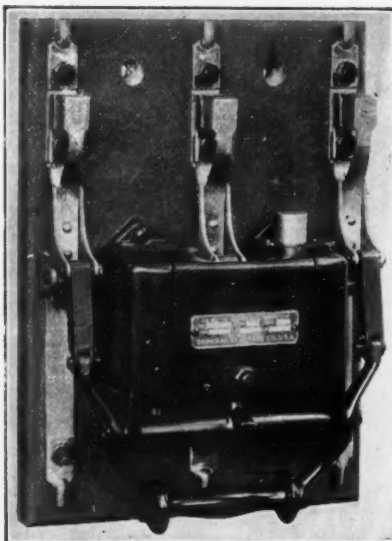
The remote-control switch, shown herewith is designed especially for central control of lighting circuits and control of motors not subject to heavy overloads and other electrical apparatus located at a distance from the controlling button or buttons. The switch is particularly advantageous for use in moving picture and other theaters,



Exploded View of Carbon-Break Push-Button Switch

halls, stores, libraries and like places where centralized control for light work is desirable. As this particular switch takes care of loads too heavy for the ordinary snap switch, it is widely used in installations such as those in the New York State Educational Building at Albany, N. Y., the new office buildings of the Bankers' Trust Company, New York City, and the Prudential Life Buildings in Newark, N. J., where it has already proved very efficient, it is declared.

Control may be centered in one special push-button switch or in different locations by the use of a number of these push buttons, wired in multiple. This special control button operates at finger pressure and sends current through the two solenoid coils on the switch only at the moment of opening



Triple-Pole 100-Amp., 250-Volt Switch

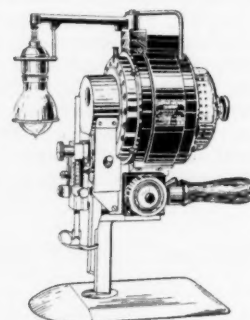
or closing. It is a single-pole, double-throw specially designed push button and is normally in the open position. It remains closed only when held so by the operator. One such switch with escutcheon plate ready for wall mounting is furnished as part of the full equipment and must be used since the solenoid coils are not intended to carry current continuously. Little current is used for operation. One coil opens the switch and the other closes it. This approximates on direct current 1.6 amp. at 110 volts and 0.81 amp. at 220 volts, and on alternating current of 60 cycles, 10 amp. at 110 volts and 6 amp. at 220 volts. The device is made specially for use on currents of the above voltages. There is also an insulated handle on the switch for manual operation.

These switches are manufactured by the General Electric Company, Schenectady, N. Y.

### Electric Cloth Cutter

In the accompanying illustration is shown a motor-driven machine which is designed particularly for use where large quantities of textile products have to be cut. The electric cloth cutter, as it is called, is a small portable machine driven by a directly connected motor. The device shown in the illustration is an improved type of cutter recently developed by the Eastman Machine Company, Buffalo, N. Y. It is operated by an 0.5-hp. motor, the crankshaft mechanism of which is equipped with roller and ball bearings. A centrifugal feed oiling system is used, oil being forced into the crank-

shaft bearing every revolution of the motor. All moving parts are inclosed. With direct-current machines, the motor operates at a speed of about 2800 r.p.m. and imparts its motion to the reciprocating knife through a connecting rod, guided by a V-shaped crosshead. The knife reciprocates in a narrow standard made of drop-forged alloy steel that supports the weight of the motor

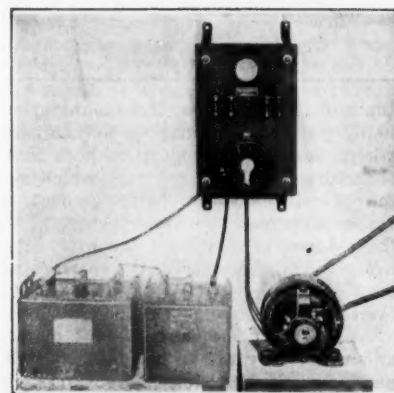


Motor-Driven Cloth-Cutting Machine

and screws into a plate which passes under the goods to be cut. The goods are held firmly by the presser foot in front of the knife. The presser foot can be readily removed from the machine by pulling back a thumb latch, thus enabling the operator to sharpen the knife without having to reset the presser foot. This presser foot is so constructed that it can be rigidly set or may be arranged to rise or lower of its own accord, when riding over varied thicknesses of goods, by the aid of a spiral spring. The standard in which the knife operates is equipped with removable knife slides, thus insuring long wear to the standard since only the knife slides need be replaced when worn out. Use is made of a solid plate or base piece, with rollers underneath. All parts on the machine, the manufacturer points out, are interchangeable. An interesting feature of the machine is the swinging lamp, by means of which all shadows are eliminated.

### Small Battery Charging Set

The Main Electric Manufacturing Company, 500 Aiken Avenue, Pittsburgh, Pa., has recently brought out a



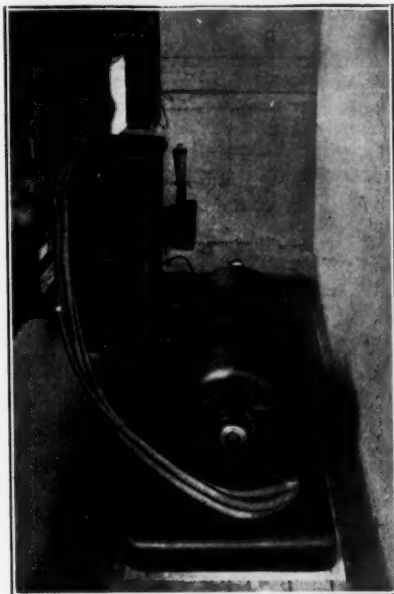
Belt-Driven Charging Set



small charging set which is illustrated herewith and which operates from a line shaft or gas engine. The set consists of a small generator which is operated by belt drive and a small charging board of slate having mounted on it a double-reading ammeter, knife switch, fuses, and regulating rheostat. It is especially well adapted for use in small garages where central station energy is not available or where lineshafts are in operation. The set is designed to charge from one to five 6-volt batteries, two 12-volt and one 18-volt battery, one 6-volt and two 12-volt batteries, one 18-volt and one 12-volt battery, or one 6-volt and one 24-volt battery at a time. The range of voltages is such as to accommodate batteries of any description which do not exceed 30 volts. The generator is rated at 300 watts, and is furnished complete with switchboard and proper leads.

### Motor-Generator Set for Motion Picture Theater

In order to obtain a clear, steady light for the operation of motion picture machines it is necessary to have direct current, since with alternating



Two-Lamp Motion-Picture Motor-Generator Set

current the arc has a tendency to flicker, is difficult to focus, and requires more current. Therefore, where only alternating current is available, means must be provided for converting this current into suitable direct current. The management of the Orpheum Theatre, Allentown, Pa., having to depend upon an alternating-current supply circuit, recently installed a  $\frac{1}{4}$ -kw., two-light, motor-generator set made by the Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pa. This set, illustrated herewith, converts

three-phase alternating current to direct current at 75 volts. As only 55 volts through the arc is required, however, the generator voltage is reduced to this potential by means of non-inflammable, well ventilated, grid-type resistors having ten steps for adjustment. This leaves the operator free to concentrate his attention on the adjustment of the lens and the projection of the picture, as no difficulty is experienced in adjusting and holding the arc. The motor operates on the regular three-phase supply circuit. The generator is of the commutating-pole type, being compound wound and flat compounded, in order that a constant voltage may be maintained irrespective of the amount of energy used. Ballast resistors in series with the lamp tend to maintain a constant current through the arc. A two-light set was installed in order that, when a two, three or four-reel picture was being run, one reel could be "faded in" on a second machine simultaneously with the "fading out" of the reel on the first machine. This is done without varying the voltage.

### Steel Reflectors

Steel reflectors, designated by the Manufacturer, Harvey Hubbell, Inc., Bridgeport, Conn., as focusing, dis-



Fig. 1—Focusing Type Steel Reflector

tributing and intensive types, are shown in Figs. 1, 2 and 3, respectively. To present a comprehensive means of identification, the manufacturer has also established a series of letters and figures in combination which designate the type of holder, the finish, the function of the reflector and the rating of the lamp best adapted for use with the reflector. For instance, the focusing type of reflector is designated as an HAF-60 device, H designating the standard Hubbell contractile collar holder, A the aluminum inside finish, F the focusing distribution of light and 60 the rating of the lamp in watts with which the reflector produces the maximum efficiency. In like manner the



Fig. 2—Distributing Type Reflector

distributing type reflector is designated as an HAB-100 device and the intensive type as an HAI-100 device. The intensive type reflectors are primarily designed for lighting large areas, though they may be also utilized to advantage, it is pointed out, in illuminating a group of machines by centrally suspending them from drop cords, thus reducing the dis-



Fig. 3—Intensive Type Reflector

tance between the units and the floor intensifying the light within the required area. The focusing-type reflector is adapted for localized illumination of high intensity over a small area. The smaller units are particularly adapted for bench work where small articles are assembled or where vises are used. The distributing-type reflector, as its name implies, is intended for general illumination in factories or warehouses. All of the reflectors are equipped with standard Hubbell contractile collar holders, making the use of a separate shadeholder unnecessary. The reflectors are of sturdy, uniformly spun steel, finished green outside and aluminum inside. Various types are available for use with lamps ranging in rating from 10 watts to 100 watts.

### Induction-Type Water and Metal-Pot Heaters

A method of converting electrical energy into heat by the induction principle has been applied by the Coin Machine Manufacturing Company, Portland, Ore., to water heating and to the operation of steam-heating plants and of melting pots for linotype and other type-casting machines. The water heater shown in Fig. 1 consists of a cast-iron core, through which passes the fluid to be heated; laminated U-shaped sections surrounding the ends of the core on two sides, and a circulating primary coil through which the exciting current passes, the whole being inclosed in a metal casing. The induction heater is practically indestructible, it is claimed, the primary coil being of such large-sized wire (about 1000 circ. mil. per ampere) that there is no danger of it burning out. Pure asbestos insulation is used throughout.

As already mentioned, the heater can also be applied to hot-water or steam heating systems. Where the heating systems are already installed it is only

necessary to connect the heater in place of the boiler. Where new plants are to be installed, or where rooms at some distance from the main building are to

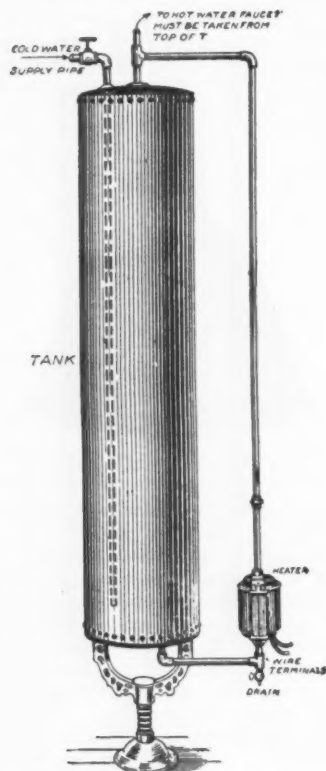


Fig. 1—Induction Water Heater Attached to Residence Tank

be heated, it is better to heat the radiators with individual heaters.

In Fig. 2 is shown a sectional view of an induction-type of melting pot for type-casting machines. According to the manufacturer, with this electric melting pot, accuracy of control and uniformity of heat is assured, so that maximum efficiency can be obtained. Fire risks and objectionable odors are eliminated, barely forty-five minutes is required for heating the metal ready for use. The automatic control keeps the metal at the proper temperature to insure perfect type slugs without bother to the operator, or chance of porous or imperfect slugs.

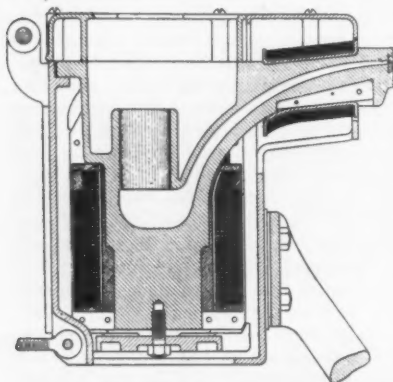


Fig. 2—Electric Melting Pot for Type-Casting Machine

### Portable Electric Reel Lamp

Among the new devices recently placed on the market by the Rubes Electric Devices, Inc., 255 Classon Avenue, Brooklyn, N. Y., is the portable electric reel lamp shown herewith. The body of the lamp is adjustable, as is also the shade, which is supported from the push-button socket, thereby permitting

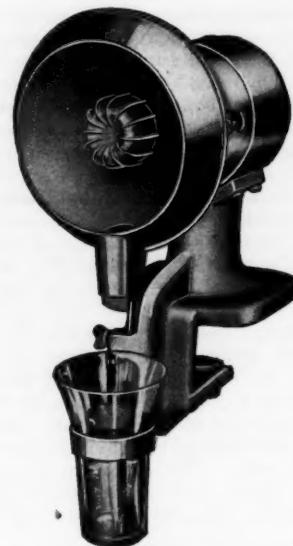


Portable Reel Lamp with Spring Clamp in Base

the projection of the rays of light, the manufacturer points out, just where desired. Eight feet of cord is provided, which winds automatically within the base when not in use. The base is removable, and permits easy access and clear observation of the winding mechanism. Electrical connection is provided by means of spring contact points of phosphor bronze. The lamp may be attached to the door, bed, dresser, chair, or piano, by means of a rubber-covered spring clamp on the bottom of the base. This clamp folds against the base, and does not obtrude when the lamp is used as a table or desk lamp. Provision is also made in the base for hanging the lamp to a hook, if desired.

### Electric Lemon Squeezer

The Thomas Mills & Brothers Company, Philadelphia, Pa., has recently developed the electrically operated fruit juice extractor illustrated herewith. This outfit is suitable for use in restaurants, soda fountains and other places where it is necessary to extract the juice from large numbers of lemons and oranges. It consists of a motor-driven hemisphere provided with ribs similar to the ordinary hand-operated glass extractor. The lemon or orange is halved and held against this hemispherical part. The juice is caught in a deflector at the back and runs down through a spout at the bottom. A clamp is provided for attaching the outfit to a table or counter and a ring is attached below the spout to support the glass. The outfit is equipped with a

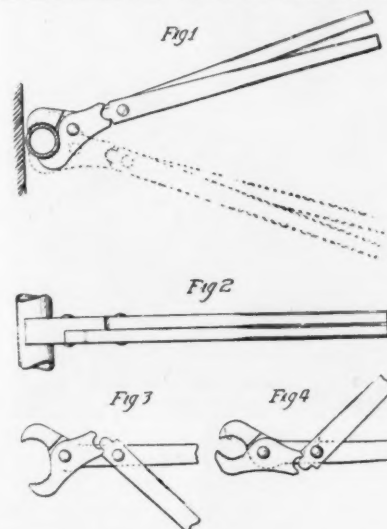


Motor-Driven Lemon-Squeezing Machine

0.10 hp. universal type, 3000-r.p.m. motor made by the Robbins & Myers Company, Springfield, Ohio.

### Conduit Wrench

In the accompanying illustration is shown a wrench designed for use in pipe and conduit work where the clearances are limited. It is particularly well adapted for pipe work against walls, as shown in Fig. 1, nested pipe and conduit work within walls. The tool, which is known as the "La Rock Wrench," is



Conduit Wrench Without Ratchet

simple in construction, and is made up of only three parts. No screws, springs, pins or ratchets are used, the absence of which makes adjustment unnecessary, the manufacturer points out. The jaws of the wrench are always in a position, it is declared, to do pipe work. The wrench is marketed by the Mechanical Specialties Company, Peoples Gas Building, Chicago, Ill.



## GOSSIP OF THE TRADE

### Iron Sale that "Pre-Fired" —With Selling Results

The Kansas City Light & Power Company ordered three carloads of electric irons (some 10,000 in all) from the General Electric Company nearly a year ago. The order was placed immediately after the phenomenal success of the summer sale of

circulars not yet placed. But about 350 had got into the hands of women.

Before noon 200 orders had been received for the irons.

The evidence therefore points to success for the purpose to sell 10,000 irons during this month.

To advertise the campaign use is being made of ten 10-ft. by 30-ft. billboards like the one shown herewith, liberal newspaper space, moving-picture films with a circulation of 600,000 a week, and a specially constructed advertising street car which is in operation on the company's car lines from 8 a. m. to 10 p. m.



One of the Billboard Ads in the Kansas City Iron Campaign

irons last year and the cars were delivered some nine months ago. Ever since, materials and prices have been advancing. But the Kansas City Light & Power Company continued its plans to put on a great sale during July of this year, expecting to move the entire 10,000 of these \$3.50 irons at \$2 each. The offer of the company is \$2—nothing down, eight months to pay. The 25 cents a month is to be added to the customer's electric light bill.

The sale was to start on July 1. On June 12, however, a first installment of circulars came to the office, and in the ordinary course were sent to the storeroom. There one of the men in charge of distribution of literature found them, and supposed they were to be distributed. He put the lot—there were only about 450—into the hands of a few men, and sent them into a small district of better-class residences. Within an hour officials discovered that the distribution was being made. Automobiles scurried out to the district, and brought back the men—and nearly 100 of the

houses on the company's existing circuits. No advertisements were run in the daily papers, but by personal solicitation house-wiring prospects were offered the benefits of a plan by which four rooms on one floor were wired for \$2, the regular wiring prices being charged for all additional wiring. After the first four rooms were contracted for, it usually turned out to be a simple matter to "talk the purchaser into wiring the entire house." The lighting company turned most of this wiring work over to the contractors of the city.

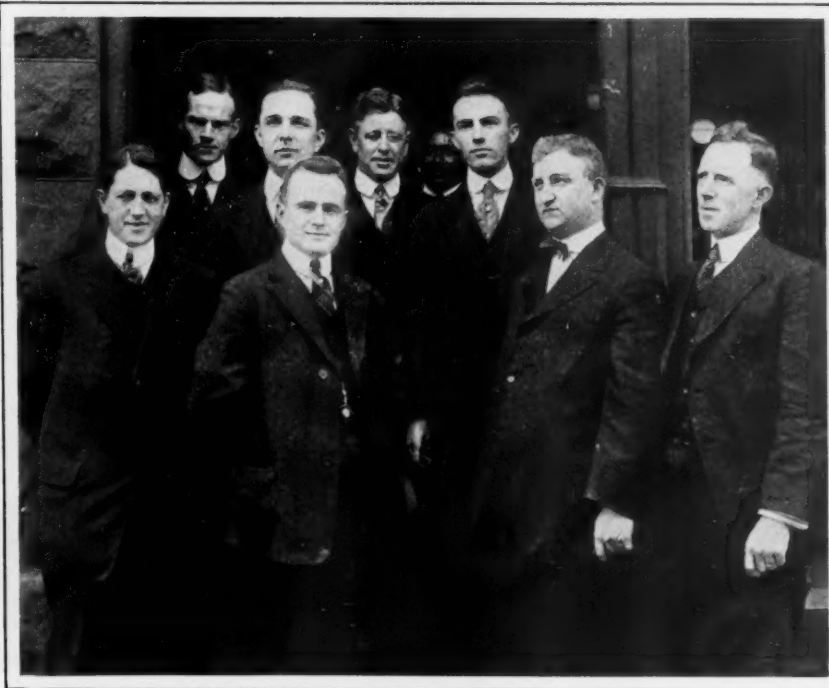
During the last ten days of the campaign, a 6-lb. iron was featured and 700 were sold in this city of 65,000 population, where the supposed saturation point of 5,000 had previously been reached. A total of 1,000 irons have been disposed of since the first of the year.

### How MacGregor Helped the Boys in Khaki Write Home

When Battery A of the Indiana National Guard was mobilized at Indianapolis, Mrs. Hugh H. Harrison, wife of the president of the Merchants' Heat & Light Company, suggested that the electric company present each member of the local battery with ma-

### Harrisburg House-Wiring Crew Got 1100 Contracts

An unusual record was made by the Harrisburg (Pa.) Light & Power Company in its house-wiring campaign just ended, during which 1100 contracts were secured to wire old



THE HARRISBURG HOUSEWIRING HUSTLERS

Top Row: J. B. Redus, salesman, J. W. Ostertag, commercial engineer, P. H. Bailey, commercial manager, Wm. Berry, "ventilating engineer," and H. A. Buch, salesman. Lower Row: C. Hutchins, Lester Shertzer, salesman, M. J. Kane, salesman, and Chas. T. Ross, salesman





The MacGregor Serving Postage Stamps to Soldiers

terial for writing his home folks. The photograph herewith shows R. A. MacGregor, sales manager for the company, distributing packages, each containing 50 postcards, a lead pencil, and extra lead, to members of the battery at Fort Benjamin Harrison. Although in presenting the gifts the company was actuated by a purely patriotic and generous spirit, the fact remains that in providing the means of communication between the Indianapolis soldier boys and their mothers at home, the electric company will bring itself into closer and more friendly contact with the public it seeks to serve.

## The Fortunes of an Immigrant Boy Who Made Good

Thirty years ago, Bernhard Blitzer landed in New York City with 19 cents in his pocket. A few days ago, as president of the New York Gas & Electric Appliance Company, a \$100,000 corporation, he distributed profit-sharing checks to his employees, some written for as much as \$750.

When young Blitzer landed in the New World that wintry day thirty years ago, he was fortunate enough to meet a friend from his home town in Austria, who gave him a room and meals on credit. He invested his 19 cents in a stock of suspenders and peddled them at a profit. His profits were then invested in more stock. By hard work he soon made enough money to pay all his debts. Then he obtained a job with the gas company in New York as a salesman and collector. While in this position he foresaw the future growth of the gas and electric industries and decided there was an opportunity for a live fixture business. In 1903 he convinced a friend of the opportunity and together they started a small lighting-fixture concern. By hard work, and quality of service to their customers, the firm's business grew rapidly, until to-day their company is one of the largest in the business.

At the dinner referred to, when the checks were distributed, Mr. Blitzer announced that henceforth each em-

ployee of the company would receive a share of the profits. Every executive position in the company is now held by a man who has risen from the rank of an errand or office boy. Mr. Blitzer believes that no executive can be efficient until he has mastered the business in all its parts, from beginning to end.

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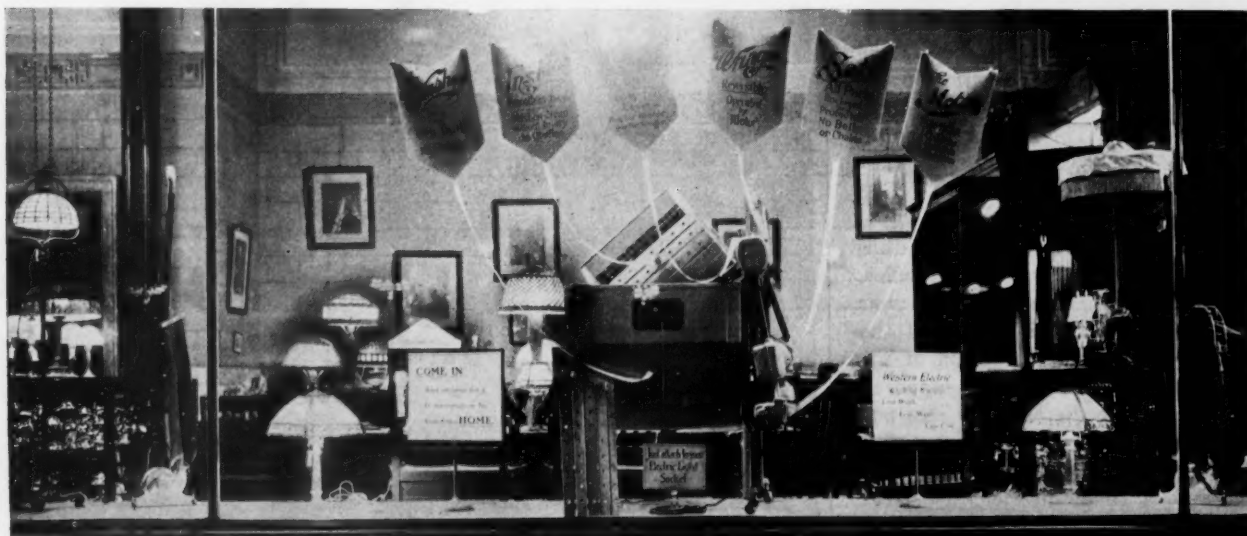
C. Ernest Greenwood, for ten years a special agent of the Boston Edison Company, connected with its sales department, and for more than three years editor of the company's publication, *Edison Life*, has been appointed superintendent of its appliance department, succeeding W. G. Stetson. Mr. Greenwood was born in Boston and was graduated from Harvard with the class of 1904. During June of this year he attended the Plattsburg officers' training camp.

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B. J. Grigsby, managing director of the Benjamin Electric, Limited, La Rosebery Avenue, London, England, sailed from Liverpool on June 24 for a five weeks' business trip in the United States. His personal address while here will be 24 Mayer Building, Peoria, Ill.

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The next meeting of the Electrical Supply Jobbers' Association has been announced for Cleveland, Ohio, Oct. 10, 11 and 12.



A WINDOW DISPLAY THAT HELPED SELL TWO HUNDRED WASHING MACHINES AT PHILADELPHIA THIS SPRING Working with the Western Electric Company, the Philadelphia Electric Company set up washing machine window displays in its district offices, where daily demonstrations were made by salesmen who knew their business and the machines. All leads were followed by solicitors who personally visited the homes of those interested and wherever possible placed a machine on trial. Less than 5 per cent of the machines thus sent out were returned. Deliveries of washing machines were made each day by auto truck. With each delivery went a man to connect up the machine and explain its operation and care to the purchaser. Later a salesman from the electric company called and helped with the weekly wash. This always brought results.

